

1. Xbox 360 Advertising Guidelines



1.2

Xbox 360 Advertising Guidelines

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1.3

General Asset

All Media

Game Advertising

Assets

For all media (print, broadcast, online, and web) the following logos are available for use. Please refer to the advertising section within this document related to the ad you are creating.

Xbox 360 logo

- The Platform logo.
- Xbox 360 is the logo for the platform of consoles, games, and accessories.
- The primary use for this logo in advertising is in multiple platform branded advertisements.

Xbox LIVE service logo

- The online service logo.
- Xbox LIVE is the logo for the connected service for gaming, entertainment, and social experiences.
- The primary use for this logo in advertising is in print and web (both Xbox 360 platform branded and multiple platform branded).

Kinect type treatment

- Kinect is an experience available on the platform and not a brand itself. The Kinect type treatment represents the Kinect experiences or introduces the Kinect Sensor.
- The only use for this type treatment in advertising is in broadcast advertising (splash screen and multiple platform)



Xbox 360 logo (Chrome)



Xbox LIVE Service logo



Kinect Type Treatment

1.4

General Asset

All Media

Game Advertising

Assets Continued

For all media (print, broadcast, online, and web) the following logos are available for use. Please refer to the advertising section within this document related to the ad you are creating.

Better With Kinect Type Treatment

- The signifier that a game has some function that can be controlled by the Kinect Sensor, but the Sensor is not required to play and complete the game.
- The primary use for this type treatment in advertising is in print and web (both Xbox 360 platform branded and multiple platform branded)

Requires Kinect Sensor Type Treatment

- The signifier that a game requires the Kinect Sensor in order to play and complete the game.
- The primary use for this type treatment in advertising is in print and web (both Xbox 360 platform branded and multiple platform branded)

BETTER WITH
KINECT™
SENSOR

Better With Kinect type treatment

REQUIRES
KINECT™
SENSOR*
















Requires Kinect Sensor type treatment

1.5

General Asset

All Media

Game Advertising - Xbox 360 Logos

	Four-Color Primary Optimized for use against both white and black backgrounds; should be employed whenever possible.	Four-Color Knockout For use against dark or complex dark backgrounds.	Four-Color Black For use against light or complex light backgrounds.	Grayscale Knockout For use against black, dark, or complex dark backgrounds where full-color printing is not an option.	Grayscale Black For use against white, light, or complex light backgrounds where full-color printing is not an option.
Preferred Use whenever possible.					
Wordmark only Use only when size or production values do not allow for quality reproduction of the Xbox 360 Sphere (Nexus) and the logo.					
Centered Use in online instances and vertical orientations when horizontal version would appear too small.					

1.6

General Asset

All Media

Game Advertising - Xbox LIVE Logos




	Four-Color Primary Optimized for use against both white and black backgrounds; use whenever possible.	Four-Color Black For use against light or complex light backgrounds.	Four-Color Knockout For use against dark or complex dark backgrounds.	Black For use against light or complex light backgrounds.	Knockout For use against black or complex dark backgrounds where full-color printing is not an option, or where contrast does not support an orange LIVE.	Grayscale For use against white or black backgrounds where full-color printing is not an option.
Preferred Use whenever possible.						
Alternate Use in horizontal orientations, instances when the centered version would appear too small, or when the logo is being locked up with other left-justified items.						

1.7

General Asset

All Media

Game Advertising - Kinect Type Treatment

	Four-Color Primary Optimized for use against both white and light backgrounds; use whenever possible.	Black For use against light or complex light backgrounds.	Knockout For use against dark or complex dark backgrounds.
Kinect Type Treatment			

1.8

General Asset

All Media

Game Advertising - Better With Kinect Type Treatment

	Four-Color Primary Optimized for use against both white and light backgrounds; use whenever possible.	Black For use against light or complex light backgrounds.	Knockout For use against dark or complex dark backgrounds.
Kinect Type Treatment	BETTER WITH KINECT™ SENSOR	BETTER WITH KINECT™ SENSOR	REQUIRES KINECT™ SENSOR

1.9

General Asset

All Media

Game Advertising - Requires Kinect Type Treatment

	Four-Color Primary Optimized for use against both white and light backgrounds; use whenever possible.	Black For use against light or complex light backgrounds.	Knockout For use against dark or complex dark backgrounds.
Kinect Type Treatment	REQUIRES KINECT™ SENSOR*	REQUIRES KINECT™ SENSOR*	REQUIRES KINECT™ SENSOR*

1.10

General Asset

All Media

Game Advertising

Guidelines for Construction

The Xbox 360 logo, when used as a stand-alone or far from the Xbox LIVE logo, has been given consideration in terms of the size and relationships of its elements. It is important that these relationships stay intact—therefore, the elements of the logo are locked up to preserve them.

Minimum size

- To conform to brand standards, the logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75" for print media and 54 pixels for web. For broadcast, the logo should always be sized so that they are at least 20 scan lines in height.
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.
- If minimum-size requirements cannot be met, replace the logo with text:
Available on Xbox 360®.



Minimum size



Clear space

1.11

General Asset

All Media

Game Advertising

Guidelines for Construction

The Xbox LIVE logo, when used as a stand-alone or far from the Xbox 360 logo, has been given consideration in terms of the size and relationships of its elements. It is important that these relationships stay intact—therefore, the elements of the logo are locked up to preserve them.

Minimum size

- To conform to brand standards, the logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75" for print media and 31 pixels for web.
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - Use small logo if A = .75"-1.5" (54p-108p)
 - Use medium logo if A = 1.5"-3" (108p-216p)
 - Use large logo if A = 3"-6" (216p-432p)
- If minimum-size requirements cannot be met, replace the logo with text:
Available on Xbox 360®.

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Minimum size



Clear space

1.12

General Asset

All Media

Game Advertising

Guidelines for Construction

The Kinect type treatment, when used as a stand-alone graphic or far from the Xbox 360 logo, has been given consideration in terms of the size and relationships of its elements.

Font

- Kinect type treatment should be set in uppercase Segoe Bold.

Color

- The Kinect type treatment should be colored PMS 2607 or CMYK C86 M100 Y0 K3 whenever possible.

Minimum size

- To conform to brand standards, the Kinect type treatment should equal the height of the "X" in the accompanying Xbox 360 logo.

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "K" in "Kinect", as defined by "B" in the diagram.



Clear space

1.13

General Asset

All Media

Game Advertising

Guidelines for Construction

The Better With Kinect type treatment, when used as a stand-alone or far from the Xbox 360 logo, has been given consideration in terms of the size and relationships of its elements. It is important that these relationships stay intact—therefore, the elements of the type treatment are locked up to preserve them.

Minimum size

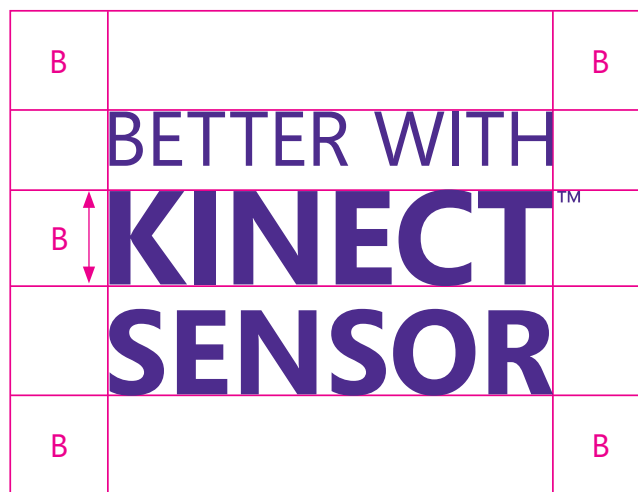
- To conform to brand standards, the type treatment may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .5" for print media and 36 pixels for web.

Clear space

- Always maintain a clear space around the type treatment greater than or equal to the height of the "K" in "Kinect," as defined by "B" in the diagram.
- The trademark symbols should not be factored into any calculations.



Minimum size



Clear space

1.14

General Asset

All Media

Game Advertising

Guidelines for Construction

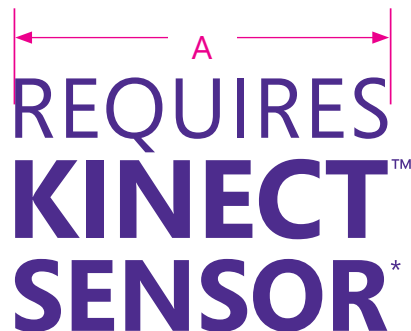
The Requires Kinect Sensor type treatment, when used as a stand-alone or far from the Xbox 360 logo, has been given consideration in terms of the size and relationships of its elements. It is important that these relationships stay intact—therefore, the elements of the type treatment are locked up to preserve them.

Minimum size

- To conform to brand standards, the type treatment may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .5" for print media and 36 pixels for web.

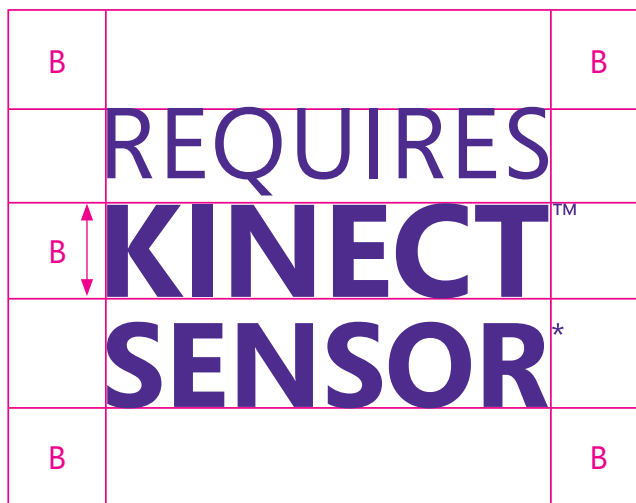
Clear space

- Always maintain a clear space around the type treatment greater than or equal to the height of the "K" in "Kinect," as defined by "B" in the diagram.
- The trademark symbols should not be factored into any calculations.



REQUIRES
KINECTTM
SENSOR^{*}

Minimum size



Clear space

1.15

General Asset

All Media

Game Advertising

Color Palette

POSITION:

- The Xbox Color Palette has been slightly extended to include additional Kinect purple.
- Use Xbox Primary Green as your main color.

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Spot



Xbox Energy Green
(or PANTONE® 381)



Xbox Primary Green
(or PANTONE 376)



Xbox Deep Green
(or PANTONE 362)



Xbox Dark Green 1
(or PANTONE 356)



Xbox Dark Green 2
(or PANTONE 350)



Xbox Chill Gray
(or PANTONE Cool Gray 1)



Xbox Alloy Gray
(or PANTONE Cool Gray 4)



Xbox Carbon Gray
(or PANTONE Cool Gray 9)



Xbox LIVE Orange
(or PANTONE 1505)

N



Kinect Purple
(or PANTONE 2607)



White

N = New Colors

Process



Xbox Energy Green
C18. M0. Y91. K0.



Xbox Primary Green
C48. M0. Y100. K0.



Xbox Deep Green
C76. M0. Y100. K11.5.



Xbox Dark Green 1
C100. M0. Y100. K40.



Xbox Dark Green 2
C100. M0. Y100. K70.



Xbox Chill Gray
C0. M0. Y0. K5.



Xbox Alloy Gray
C0. M0. Y0. K30.



Xbox Carbon Gray
C0. M0. Y0. K60.



Xbox LIVE Orange
C0. M65. Y100. K0.



Kinect Purple
C86. M100. Y0. K3.



White
#532B8D

Hex (Online)



Xbox Energy Green
#DBE13C



Xbox Primary Green
#76B900



Xbox Deep Green
#2CA243



Xbox Dark Green 1
#007236



Xbox Dark Green 2
#004B1C



Xbox Chill Gray
#E2E2E2



Xbox Alloy Gray
#BDBECO



Xbox Carbon Gray
#848589



Xbox LIVE Orange
#FF7200



Kinect Purple
#532B8D



White
#FFFFFF

1.16

General Asset

All Media

Game Advertising

Incorrect Usage

1. Don't use the original version of the Xbox 360 logo on any new marketing materials.
2. Don't modify the positions of the chrome logo elements.
3. Don't skew any chrome logo elements.
4. Don't use the Xbox 360 Sphere (Nexus) on its own without the wordmark.
5. Don't place the chrome logo within a box or any other shape.
6. Don't add filters or any other effects that impact the visual attributes of the chrome logo.
7. Don't modify the proportions of the chrome logo elements.
8. Don't use the Xbox 360 Sphere (Nexus) or any of the Xbox 360 wordmark type treatments as text.
9. Don't change the opacity or tint of any element.
10. Don't change the colors of the Xbox 360 Sphere (Nexus).
11. Don't change the color of the wordmark.
12. Don't eliminate any of the elements.



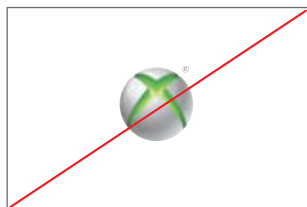
1



2



3



4



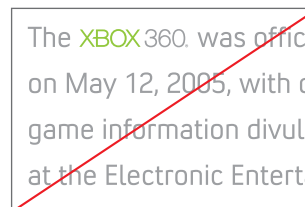
5



6



7



8



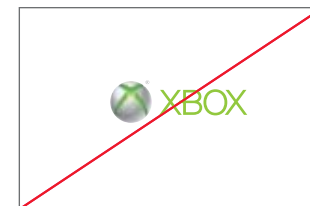
9



10



11



12

1.17

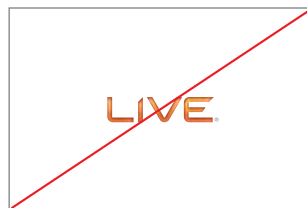
General Asset

All Media

Game Advertising

Incorrect Usage

- 13. Don't separate LIVE from the rest of the logo or reposition it in any way.
- 14. Don't change the proportions.
- 15. Don't change the relationships.
- 16. Don't change the orientation.
- 17. Don't tint.
- 18. Don't skew.
- 19. Don't add effects or filters.
- 20. Don't use the logo or its elements within written text.
- 21. Don't use the LIVE portion of the logo in a game title.



13



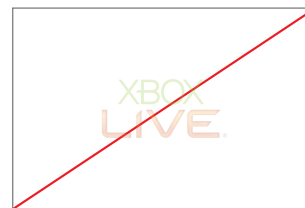
14



15



16



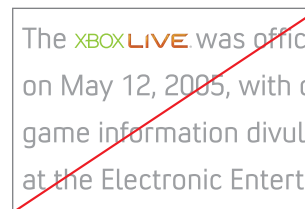
17



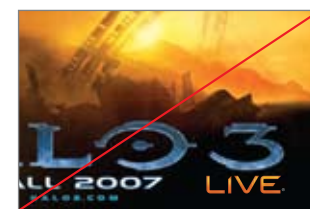
18



19



20



21

1.18

General Asset

All Media

Game Advertising

Incorrect Usage

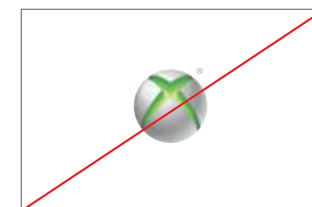
22. Don't modify the positions of the logo elements.
23. Don't skew any logo elements.
24. Don't use the Xbox 360 Sphere (Nexus) on its own without the wordmark.
25. Don't place the logo within a box or any other shape.
26. Don't add filters or any other effects that impact the visual attributes of the logo.
27. Don't modify the proportions of the logo elements.
28. Don't use the Xbox 360 Sphere (Nexus) or any of the wordmark type treatments as text.
29. Don't change the opacity or tint of any element.
30. Don't change the colors of the Xbox 360 Sphere (Nexus).
31. Don't change the color of the Xbox 360 wordmark.
32. Don't eliminate any of the elements.



22



23



24



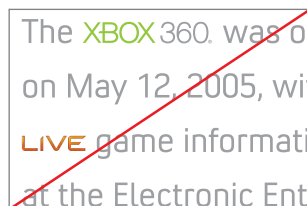
25



26



27



28



29



30



31



32

1.19

General Asset

All Media

Game Advertising

Incorrect Usage

- 33. Don't modify the positions of the type treatment elements.
- 34. Don't skew any type treatment elements.
- 35. Don't modify the proportions of the type treatment elements.
- 36. Don't place the type treatment within a box or any other shape.
- 37. Don't add filters or any other effects that impact the visual attributes of the type treatment.
- 38. Don't change the opacity or tint of any element.
- 39. Don't change the colors of any element.
- 40. Don't eliminate any of the elements.



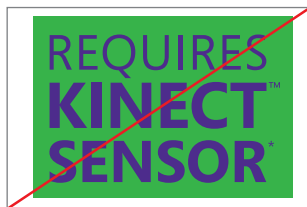
33



34



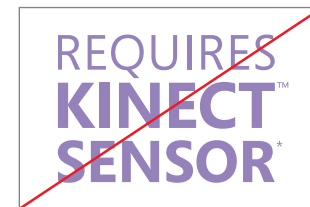
35



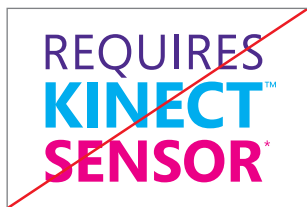
36



37



38



39



40

1.20

General Asset

All Media

Game Advertising

Incorrect Usage

- 41. Don't modify the positions of the type treatment elements.
- 42. Don't skew any type treatment elements.
- 43. Don't modify the proportions of the type treatment elements.
- 44. Don't place the type treatment within a box or any other shape.
- 45. Don't add filters or any other effects that impact the visual attributes of the type treatment.
- 46. Don't change the opacity or tint of any element.
- 47. Don't change the colors of any element.
- 48. Don't eliminate any of the elements.



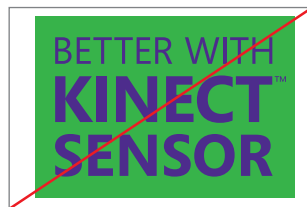
41



42



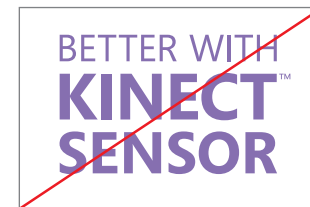
43



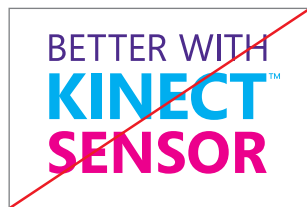
44



45



46



47



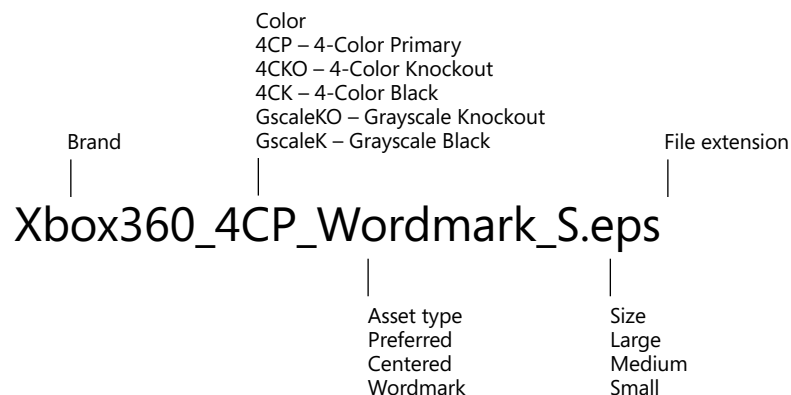
48

1.21

General Asset

All Media

Game Advertising- Xbox 360 Logo File Names



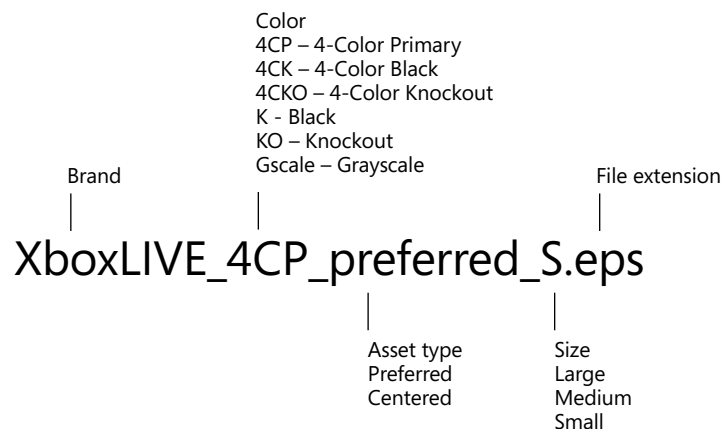
	Preferred	Centered	Wordmark
Xbox 360 Logos	Xbox360_Chrome_4CP_Prefered_L.eps Xbox360_Chrome_4CP_Prefered_M.eps Xbox360_Chrome_4CP_Prefered_S.eps	Xbox360_Chrome_4CP_Centered_L.eps Xbox360_Chrome_4CP_Centered_M.eps Xbox360_Chrome_4CP_Centered_S.eps	Xbox360_4CP_Wordmark_L.eps Xbox360_4CP_Wordmark_M.eps Xbox360_4CP_Wordmark_S.eps
	Xbox360_Chrome_4CKO_Prefered_L.eps Xbox360_Chrome_4CKO_Prefered_M.eps Xbox360_Chrome_4CKO_Prefered_S.eps	Xbox360_Chrome_4CKO_Centered_L.eps Xbox360_Chrome_4CKO_Centered_M.eps Xbox360_Chrome_4CKO_Centered_S.eps	Xbox360_4CKO_Wordmark_L.eps Xbox360_4CKO_Wordmark_M.eps Xbox360_4CKO_Wordmark_S.eps
	Xbox360_Chrome_4CK_Prefered_L.eps Xbox360_Chrome_4CK_Prefered_M.eps Xbox360_Chrome_4CK_Prefered_S.eps	Xbox360_Chrome_4CK_Centered_L.eps Xbox360_Chrome_4CK_Centered_M.eps Xbox360_Chrome_4CK_Centered_S.eps	Xbox360_4CK_Wordmark_L.eps Xbox360_4CK_Wordmark_M.eps Xbox360_4CK_Wordmark_S.eps
	Xbox360_Chrome_GscaleKO_Prefered_L.eps Xbox360_Chrome_GscaleKO_Prefered_M.eps Xbox360_Chrome_GscaleKO_Prefered_S.eps	Xbox360_Chrome_GscaleKO_Centered_L.eps Xbox360_Chrome_GscaleKO_Centered_M.eps Xbox360_Chrome_GscaleKO_Centered_S.eps	Xbox360_GscaleKO_Wordmark_L.eps Xbox360_GscaleKO_Wordmark_M.eps Xbox360_GscaleKO_Wordmark_S.eps
	Xbox360_Chrome_GscaleK_Prefered_L.eps Xbox360_Chrome_GscaleK_Prefered_M.eps Xbox360_Chrome_GscaleK_Prefered_S.eps	Xbox360_Chrome_GscaleK_Centered_L.eps Xbox360_Chrome_GscaleK_Centered_M.eps Xbox360_Chrome_GscaleK_Centered_S.eps	Xbox360_GscaleK_Wordmark_L.eps Xbox360_GscaleK_Wordmark_M.eps Xbox360_GscaleK_Wordmark_S.eps

1.22

General Asset

All Media

Game Advertising- Xbox LIVE Logo File Names



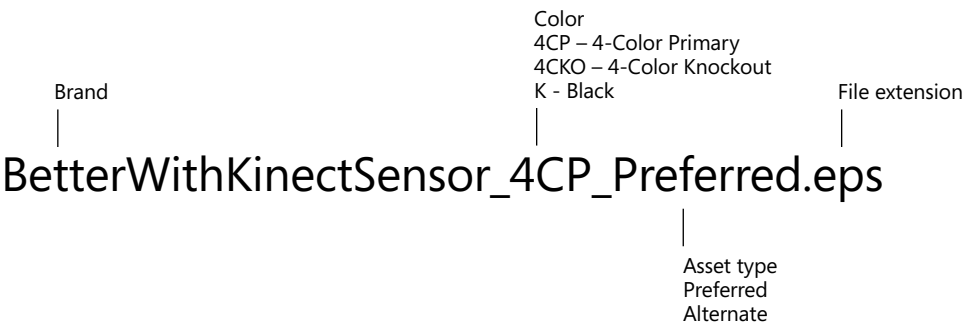
	Preferred	Centered
Xbox LIVE Logos	XboxLIVE_4CP_preferred_L.eps XboxLIVE_4CP_preferred_M.eps XboxLIVE_4CP_preferred_S.eps	XboxLIVE_4CP_alternate_L.eps XboxLIVE_4CP_alternate_M.eps XboxLIVE_4CP_alternate_S.eps
	XboxLIVE_4CK_preferred_L.eps XboxLIVE_4CK_preferred_M.eps XboxLIVE_4CK_preferred_S.eps	XboxLIVE_4CK_alternate_L.eps XboxLIVE_4CK_alternate_M.eps XboxLIVE_4CK_alternate_S.eps
	XboxLIVE_4CKO_preferred_L.eps XboxLIVE_4CKO_preferred_M.eps XboxLIVE_4CKO_preferred_S.eps	XboxLIVE_4CKO_alternate_L.eps XboxLIVE_4CKO_alternate_M.eps XboxLIVE_4CKO_alternate_S.eps
	XboxLIVE_K_preferred_L.eps XboxLIVE_K_preferred_M.eps XboxLIVE_K_preferred_S.eps	XboxLIVE_K_alternate_L.eps XboxLIVE_K_alternate_M.eps XboxLIVE_K_alternate_S.eps
	XboxLIVE_KO_preferred_L.eps XboxLIVE_KO_preferred_M.eps XboxLIVE_KO_preferred_S.eps	XboxLIVE_KO_alternate_L.eps XboxLIVE_KO_alternate_M.eps XboxLIVE_KO_alternate_S.eps
	XboxLIVE_Gscale_preferred_L.eps XboxLIVE_Gscale_preferred_M.eps XboxLIVE_Gscale_preferred_S.eps	XboxLIVE_Gscale_alternate_L.eps XboxLIVE_Gscale_alternate_M.eps XboxLIVE_Gscale_alternate_S.eps

1.23

General Asset

All Media

Game Advertising- Better With Kinect Type Treatment



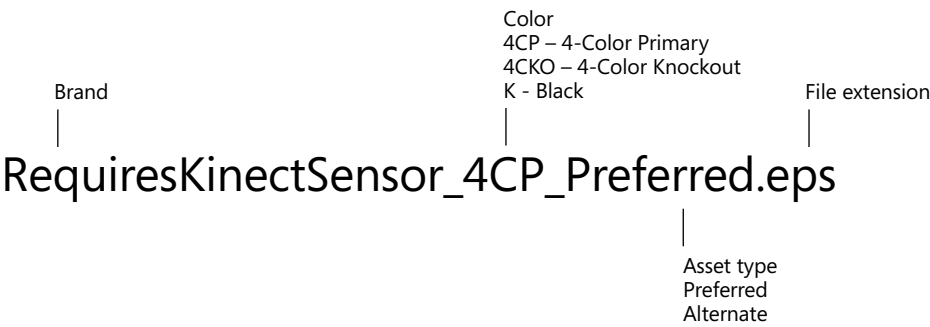
	Preferred	Alternate
Better With Kinect Type Treatment	BetterWithKinectSensor_4CP_PREFERRED.eps	BetterWithKinectSensor_4CKO_Alternate.eps
		BetterWithKinectSensor_K_Alternate.eps

1.24

General Asset

All Media

Game Advertising- Requires Kinect Sensor Type Treatment

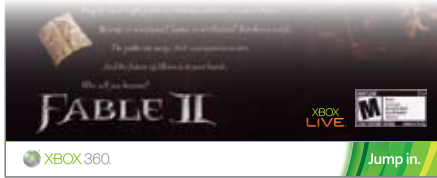




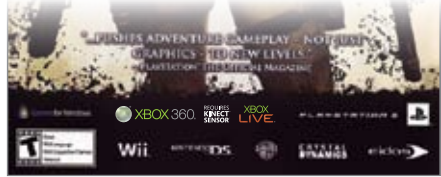


	Preferred	Alternate
Requires Kinect Type Treatment	RequiresKinectSensor_4CP_Preferred.eps	RequiresKinectSensor_4CKO_Alternate.eps
		RequiresKinectSensor_K_Alternate.eps

1.25

Print Advertising Overview

Overview

	Controller-based	Better With Kinect	Kinect Required
<p>Game Advertisements</p> <ul style="list-style-type: none"> Game advertisements featuring Xbox 360 only and no other brands Other marketing materials featuring Xbox 360 only and no other brands 			
<p>Multiplatform</p> <ul style="list-style-type: none"> Game advertisements featuring Xbox 360 and other competing brands, such as PlayStation or Wii 			
	<p>Games that require only a controller to play and complete the game</p>	<p>To qualify for Better With Kinect branding, games must support the Kinect Sensor to control some aspect of game play, but the Kinect Sensor is not required to play and complete the game.</p>	<p>To qualify for Kinect Required branding, games must require the Kinect Sensor in order to play and complete the game.</p>

1.26

Print Advertising Controller-based

Game Advertisements

Assets

For Controller-based game advertisements and other marketing materials for controller-based game titles, use the Xbox 360 branding bar and the Xbox LIVE logo.

- The Xbox LIVE service logo is required in the logo parade or in a position above the branding bar (if there is no logo parade).
- For Xbox LIVE logo guidelines see the General Assets section starting on page 1.3.
- If you have questions, contact your third-party account manager or marketing representative.

XBOX
LIVE®



Xbox 360 branding bar
Xbox LIVE logo

1.27

Print Advertising Controller-based

Game Advertisements

Branding Bar Requirements

- The branding bar can be downloaded in two different standard ad formats, one for single-page ads and one for full-spread ads.
- The Xbox 360 branding bar should be used in print ads, magazines, newspapers, posters and other marketing materials.
- It should appear once along the bottom trim edge of the layout.
- The LIVE service logo should appear above the branding bar.
- Check regional boards for current game-rating, publisher, and game-developer logo requirements.
- Refer to the game packaging templates on www.microsoftprosource.com when creating game-title packaging.



Controller-based game advertisement

1.28

Print Advertising

Controller-based

Game Advertisements

Guidelines for Construction

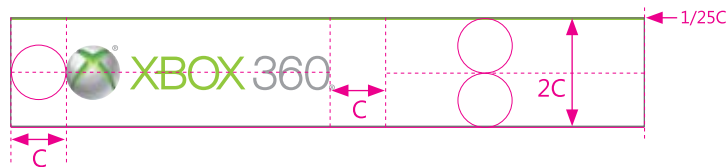
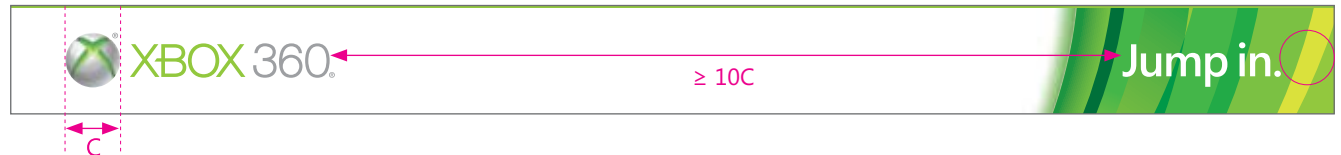
Follow these guidelines for construction to modify the branding bar vector files, which can be found at www.microsoftprosource.com.

Minimum size

- The suggested relationship between art and branding bar is 5-10% brand bar to 90-95% art.
- If the minimum-size requirements for the Xbox 360 logo in the branding bar cannot be met, use the Xbox 360 logo on its own.

Size relationship

- The height of the branding bar should be equal to $2C$.
- The distance from the Xbox 360 Sphere (Nexus) to the left trim edge should be equal to C .
- The distance between the "J" in "Jump in" and the right edge of the Xbox 360 logo should be greater than or equal to a minimum of $10C$.
- The distance from the "." in "Jump in." to the right trim edge should be equal to C .
- The thickness of the rule should be $1/25C$.



Branding bars

1.29

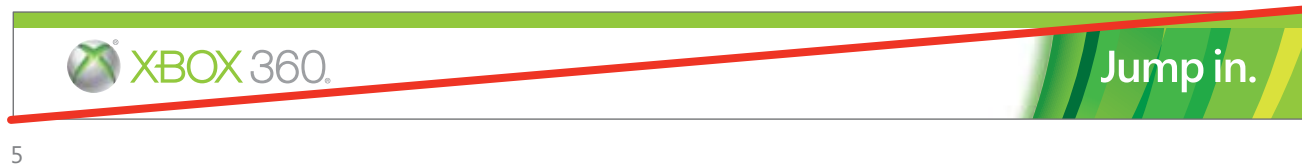
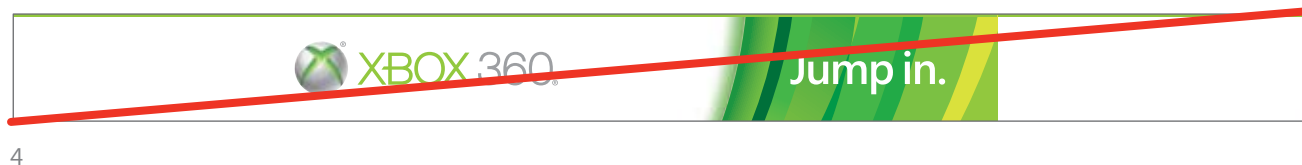
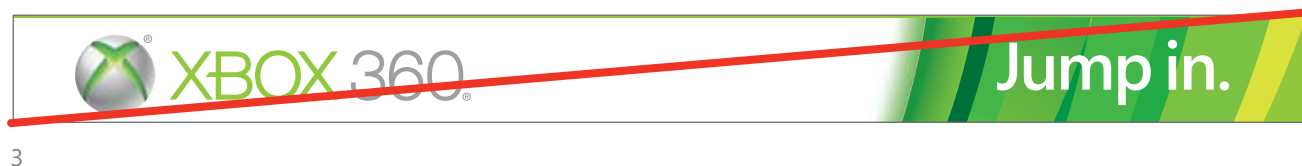
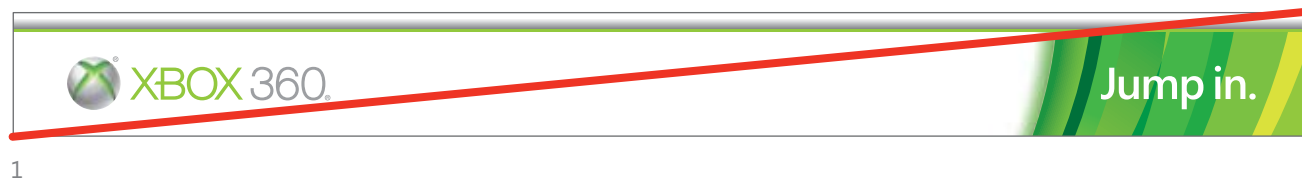
Print Advertising

Controller-based

Game Advertisements

Incorrect Usage

1. Don't add drop shadows to any element.
2. Don't change the placement of the tagline and logo; the tagline must always appear on the right.
3. Don't change the relative or actual proportions of the logo or tagline.
4. Don't change the position of the logo or tagline relative to the trim edge.
5. Don't change the thickness of the rule; it should always be equal to 1/25C.



1.30

Print Advertising Controller-based

Game Advertisements

Incorrect Usage

- 6. Don't separate Sphere from the other elements of the logo.
- 7. Don't place the logo and tagline together on one side.
- 8. Don't use a game pack shot in place of the branding bar.



6



7



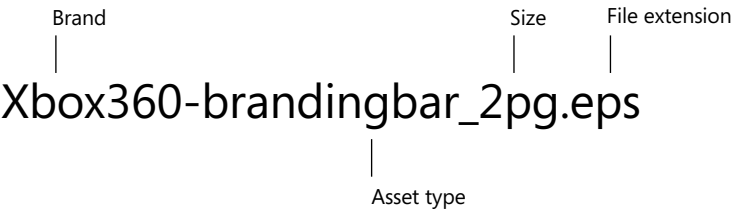
8

1.31

Print Advertising

Controller-based

Game Advertisements - Branding Bar File Names



	Single Page	Two Page
Branding Bar	Xbox360-brandingbar.eps	Xbox360-brandingbar_2pg.eps

1.32

Print Advertising Better With Kinect

Game Advertisements

Assets

For Better With Kinect game advertisements and other marketing materials for Better With Kinect titles, use the Xbox 360 branding bar, the Better With Kinect type treatment, and Xbox LIVE logo.

- The Better With Kinect type treatment is **required** in the logo parade or in a position above the branding bar (if there is no logo parade).
- The Xbox LIVE service logo is required in the logo parade or in a position above the branding bar (if there is no logo parade).
- The Better With Kinect Sensor type treatment should appear to the left of the Xbox LIVE logo.
- For logo guidelines see the General Assets section starting on page 1.3.
- If you have questions, contact your third-party account manager or marketing representative.

BETTER WITH
KINECT
SENSOR

XBOX
LIVE®



Xbox 360 branding bar
Better With Kinect type treatment
Xbox LIVE logo

1.33

Print Advertising Better With Kinect

Game Advertisements

Branding Bar Requirements

- The branding bar can be downloaded in two different standard ad formats, one for single-page ads and one for full-spread ads.
- The Xbox 360 branding bar should be used in print ads, magazines, newspapers, posters and other marketing materials.
- It should appear once along the bottom trim edge of the layout.
- The Better With Kinect type treatment should appear above the branding bar.
- The LIVE service logo should appear above the branding bar.
- Check regional boards for current game-rating, publisher, and game-developer logo requirements.
- Refer to the game packaging templates on www.microsoftprosource.com when creating game-title packaging.



Better With Kinect game advertisement

1.34

Print Advertising

Better With Kinect

Game Advertisements

Guidelines for Construction

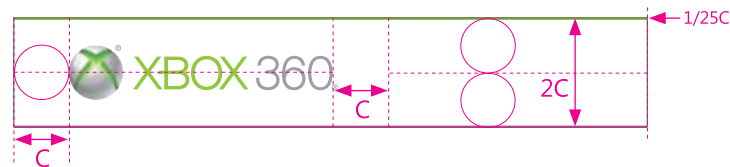
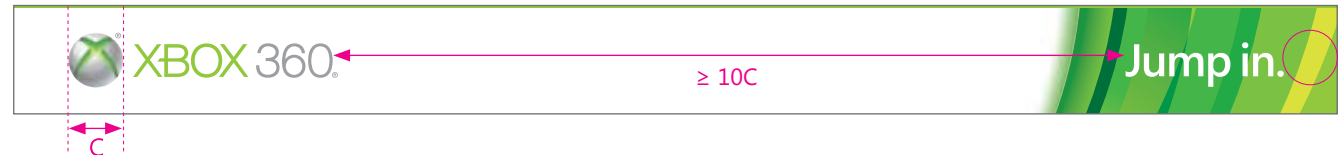
Follow these guidelines for construction to modify the branding bar vector files, which can be found at www.microsoftprosource.com.

Minimum size

- The suggested relationship between art and branding bar is 5-10% brand bar to 90-95% art.
- If the minimum-size requirements for the Xbox 360 logo in the branding bar cannot be met, use the Xbox 360 logo on its own.

Size relationship

- The height of the branding bar should be equal to $2C$.
- The distance from the Xbox 360 Sphere (Nexus) to the left trim edge should be equal to C .
- The distance between the "J" in "Jump in." and the right edge of the Xbox 360 logo should be greater than or equal to a minimum of $10C$.
- The distance from the "." in "Jump in." to the right trim edge should be equal to C .
- The thickness of the rule should be $1/25C$.



Branding bars

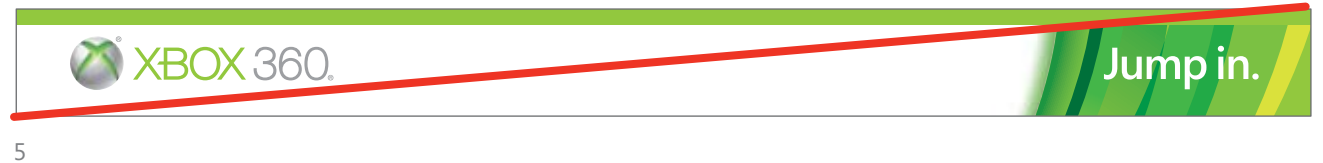
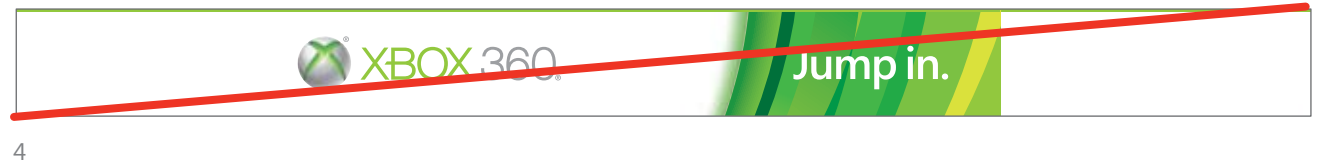
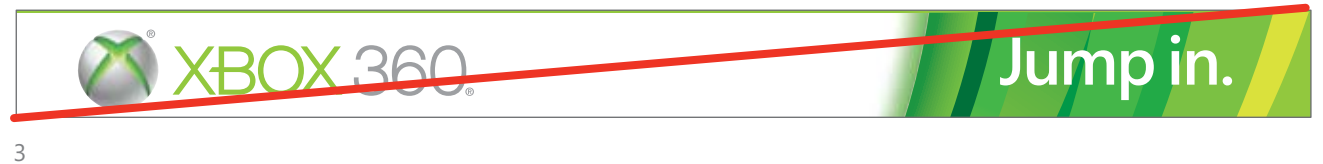
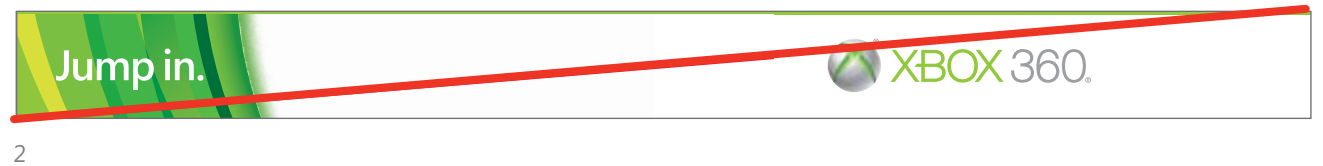
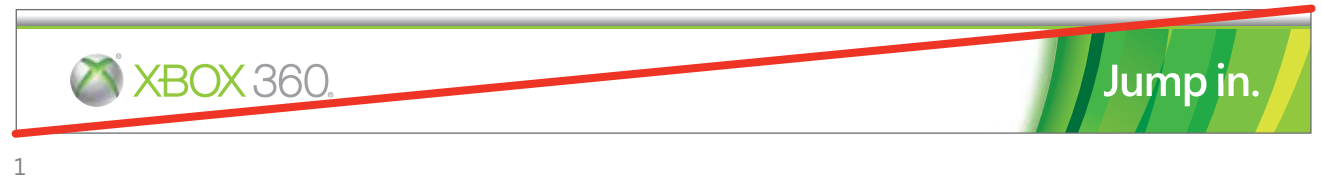
1.35

Print Advertising Better With Kinect

Game Advertisements

Incorrect Usage

1. Don't add drop shadows to any element.
2. Don't change the placement of the tagline and logo; the tagline must always appear on the right.
3. Don't change the relative or actual proportions of the logo or tagline.
4. Don't change the position of the logo or tagline relative to the trim edge.
5. Don't change the thickness of the rule; it should always be equal to 1/25C.



1.36

Print Advertising Better With Kinect

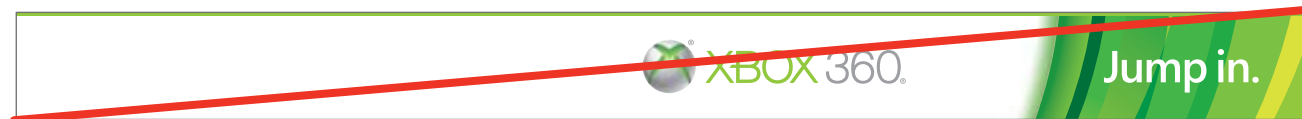
Game Advertisements

Incorrect Usage

- 6. Don't separate Sphere from the other elements of the logo.
- 7. Don't place the logo and tagline together on one side.
- 8. Don't use a game pack shot in place of the branding bar.



6



7



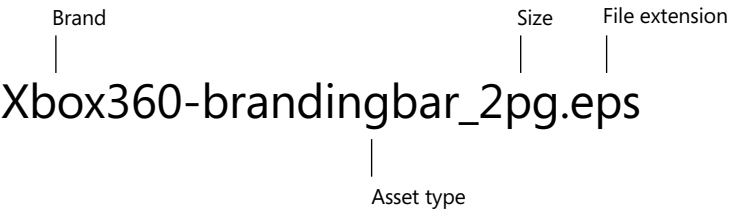
8

1.37

Print Advertising

Better With Kinect

Game Advertisements - Branding Bar File Names



	Single Page	Two Page
Branding Bar	Xbox360-brandingbar.eps	Xbox360-brandingbar_2pg.eps

1.38

Print Advertising

Kinect Required

Game Advertisements

Assets

For Kinect Required game advertisements and other marketing materials for Kinect Required game titles, use the Kinect Required branding bar, Xbox LIVE logo, and the Requires Kinect Sensor type treatment.

- The Requires Kinect Sensor type treatment is **optional** in a position above the branding bar (if there is no logo parade).
- If the Requires Kinect Sensor type treatment is used the following copy must also appear “* Sold Separately”.
- The Xbox LIVE service logo is required in the logo parade or in a position above the branding bar (if there is no logo parade).
- The Requires Kinect Sensor type treatment should appear to the left of the Xbox LIVE logo.
- For logo guidelines, see the General Assets section starting on page 1.3.
- If you have questions, contact your third-party account manager or marketing representative.

REQUIRES
KINECT[™]
SENSOR

XBOX
LIVE[®]



Xbox 360 branding bar
Requires Kinect Sensor type treatment
Xbox LIVE logo

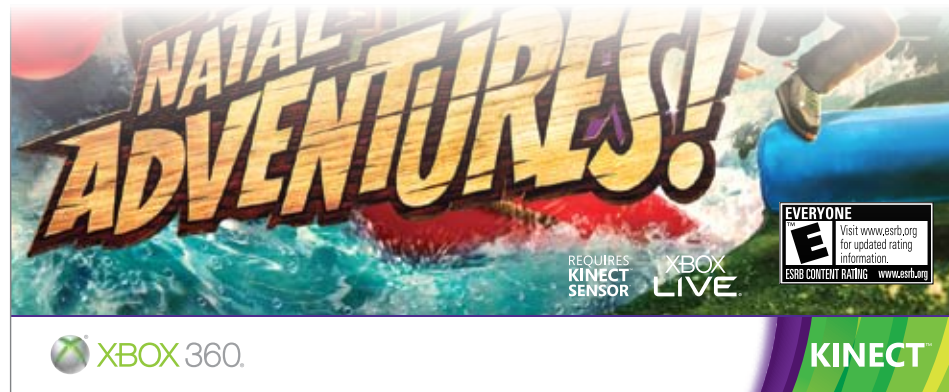
1.39

Print Advertising Kinect Required

Game Advertisements

Branding Bar Requirements

- The Requires Kinect branding bar is **required**.
- The branding bar can be downloaded in two different standard ad formats, one for single-page ads and one for full-spread ads.
- The Requires Kinect branding bar should be used in print ads, magazines, newspapers, posters and other marketing materials.
- It should appear once along the bottom trim edge of the layout.
- The Requires Kinect Sensor type treatment is **optional** in a position above the branding bar (if there is no logo parade).
- The LIVE service logo should appear above the branding bar.
- Check regional boards for current game-rating, publisher, and game-developer logo requirements.
- Refer to the game packaging templates on www.microsoftprosource.com when creating game-title packaging.



Kinect Required game advertisement

1.40

Print Advertising

Kinect Required

Game Advertisements

Guidelines for Construction

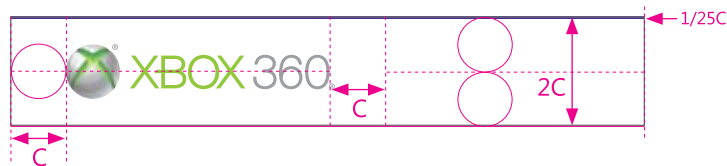
Follow these guidelines for construction to modify the branding bar vector files, which can be found at www.microsoftprosource.com.

Minimum size

- The suggested relationship between art and branding bar is 5-10% brand bar to 90-95% art.
- If the minimum-size requirements for the Xbox 360 logo in the branding bar cannot be met, use the Xbox 360 logo on its own.

Size relationship

- The height of the branding bar should be equal to $2C$.
- The distance from the Xbox 360 Sphere (Nexus) to the left trim edge should be equal to C .
- The distance between the "J" in "Jump in." and the right edge of the Xbox 360 logo should be greater than or equal to a minimum of $10C$.
- The distance from the "." in "Jump in." to the right trim edge should be equal to C .
- The thickness of the rule should be $1/25C$.



Branding bars

1.41

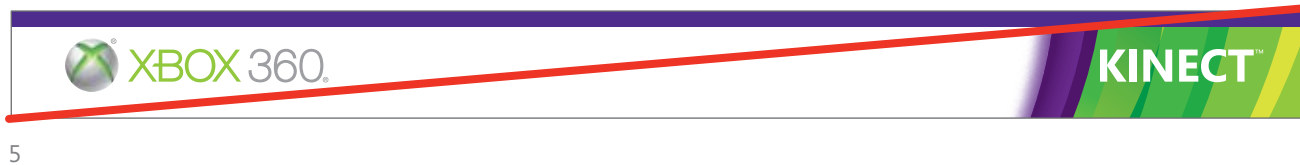
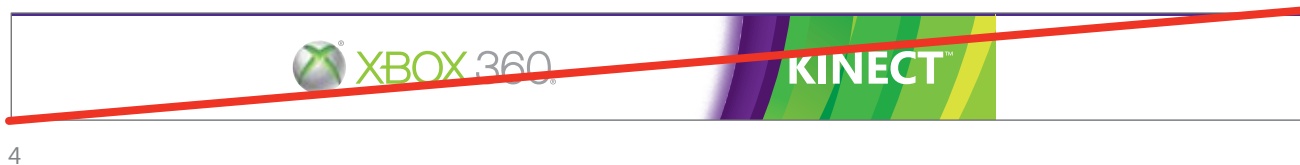
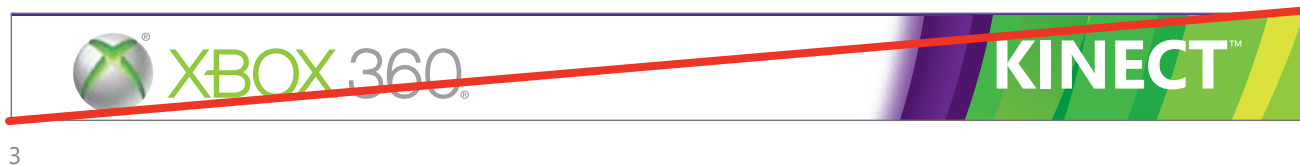
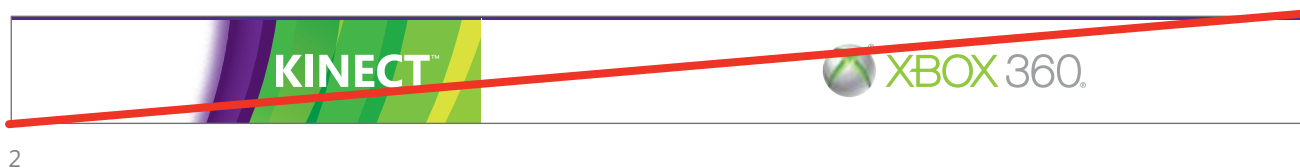
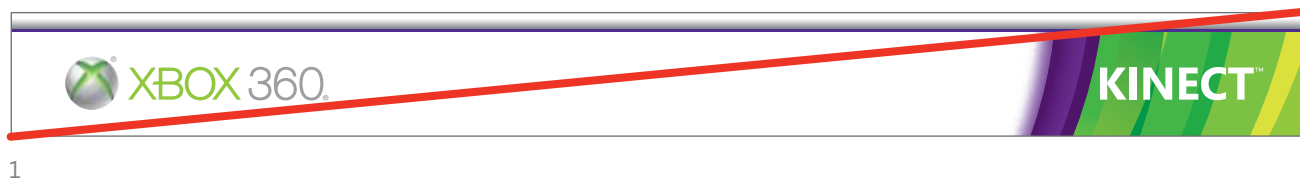
Print Advertising

Kinect Required

Game Advertisements

Incorrect Usage

1. Don't add drop shadows to any element.
2. Don't change the placement of the tagline and logo; the tagline must always appear on the right.
3. Don't change the relative or actual proportions of the logo or tagline.
4. Don't change the position of the logo or tagline relative to the trim edge.
5. Don't change the thickness of the rule; it should always be equal to 1/25C.



1.42

Print Advertising

Kinect Required

Game Advertisements

Incorrect Usage

- 6. Don't separate Sphere from the other elements of the logo.
- 7. Don't place the logo and tagline together on one side.
- 8. Don't use a game pack shot in place of the branding bar.



Print Advertising

Kinect Required

Game Advertisements - Branding Bar File Names

The diagram illustrates the structure of the filename **Xbox360-brandingbar_2pg.eps**. It is broken down into four parts, each with a vertical line pointing to its corresponding segment in the filename:

- Brand**: Points to **Xbox360**.
- Asset type**: Points to **brandingbar_2pg**.
- Size**: Points to the underscore (**_**) preceding the asset type.
- File extension**: Points to **eps**.

	Single Page	Two Page
Branding Bar	Xbox360-brandingbar_requiresKinect.eps	Xbox360-brandingbar_2pg_requiresKinect.eps

1.44

Print Advertising Controller-based

Multiplatform

Assets

For multiple platform branded game advertisements and other marketing materials, use the Xbox 360 and Xbox LIVE lock-up.

- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up

1.45

Print Advertising Controller-based

Multiplatform

Branding Requirements

- The Xbox 360 and Xbox LIVE logos must occupy the same relative space as all other brand logos.
- The Xbox 360 logo should always be to the left of the Xbox LIVE logo.



Controller-based multiplatform game advertisement

1.46

Print Advertising

Controller-based

Multiplatform

Guidelines for Construction

When the Xbox 360 and Xbox LIVE logos form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

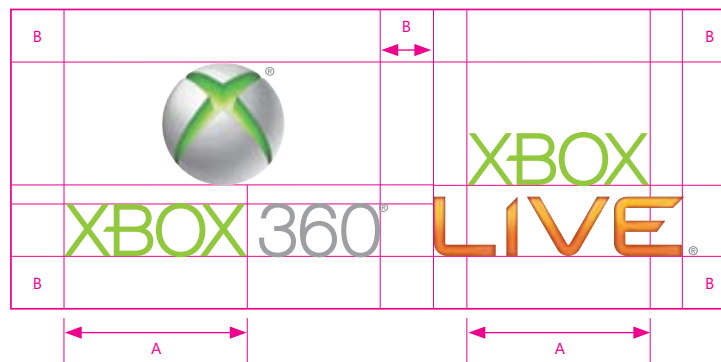
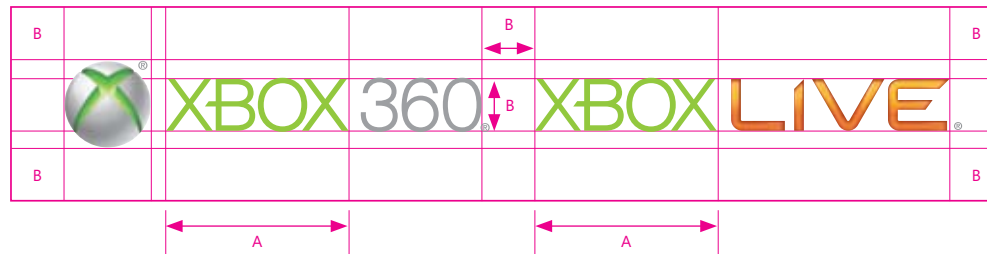
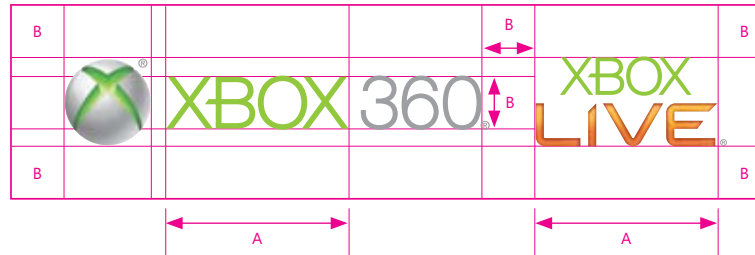
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.47

Print Advertising Better With Kinect

Multiplatform

Assets

For Better With Kinect multiple platform game advertisements and other marketing materials, use the Xbox 360 logo, and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment.

- The Better With Kinect type treatment is **required** in the logo parade in multiple platform branded advertisements for games with Better With Kinect functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 logo and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment

BETTER WITH
KINECT
SENSOR



Print Advertising Better With Kinect

Multiplatform

Branding Requirements

- The Better With Kinect type treatment is **required** in the logo parade in multiple platform branded advertisements for games with Better With Kinect functionality.
- When present, the Better With Kinect type treatment should be centered between the Xbox 360 and Xbox LIVE logos.
- The Xbox 360, Xbox LIVE logos, and Better With Kinect type treatment must occupy the same relative space as all other brand logos.
- The Xbox 360 logo should always be to the left of the Xbox LIVE logo.



Better With Kinect multiplatform game advertisement

1.49

Print Advertising

Better With Kinect

Multiplatform

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Better With Kinect type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

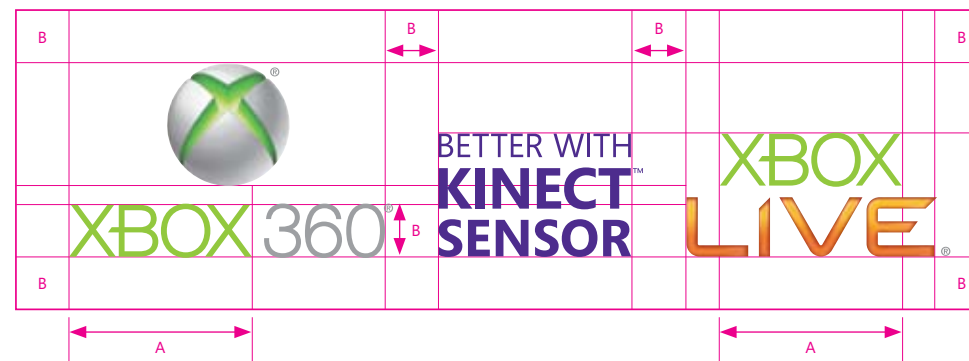
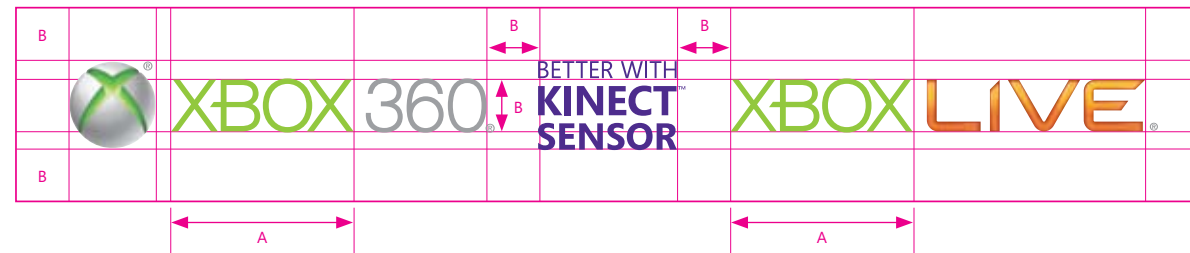
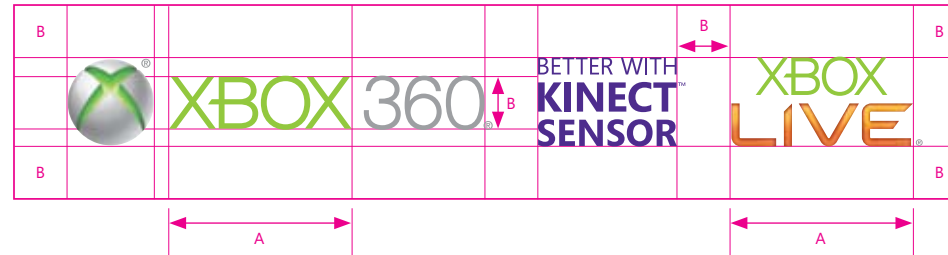
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.50

Print Advertising

Kinect Required

Multiplatform

Assets

For Kinect Required multiple platform game advertisements and other marketing materials, use the Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment.

- The Requires Kinect Sensor type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment

REQUIRES
KINECT[™]
SENSOR^{*}



1.51

Print Advertising Kinect Required

Multiplatform

Branding Requirements

- The Requires Kinect Sensor type treatment is **required** in the logo parade in multiple platform branded advertisements for games with Kinect Required functionality.
- When present, the Requires Kinect Sensor type treatment should be centered between the Xbox 360 and Xbox LIVE logos.
- The Xbox 360 logo, Xbox LIVE logo, and Requires Kinect Sensor type treatment must occupy the same relative space as all other brand logos.
- The Xbox 360 logo should always be to the left of the Xbox LIVE logo.



Kinect Required multiplatform game advertisement

1.52

Print Advertising

Kinect Required

Multiplatform

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Requires Kinect Sensor type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

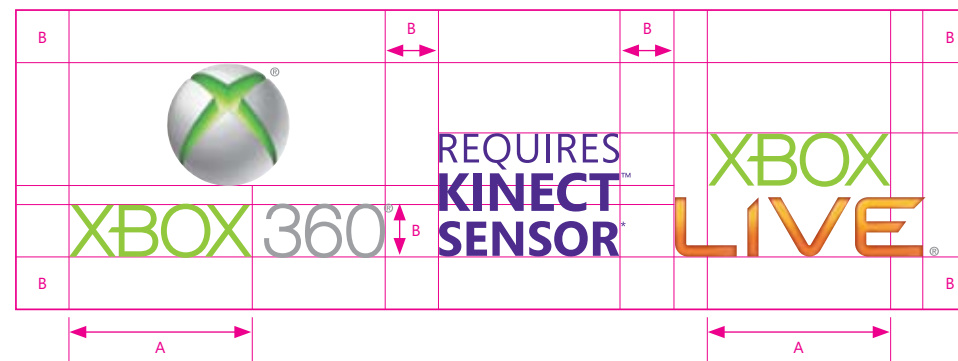
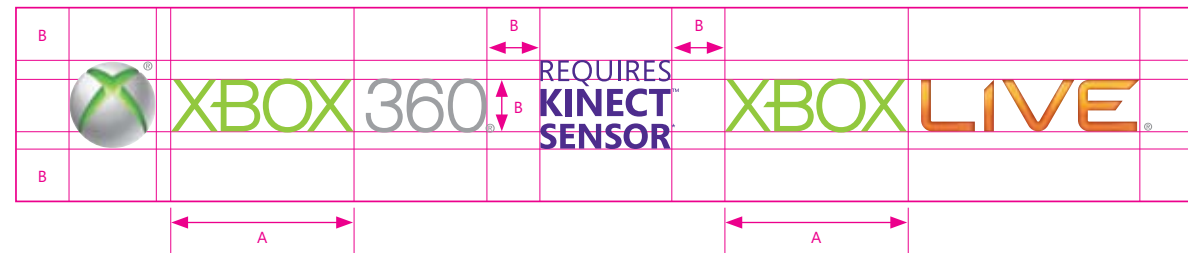
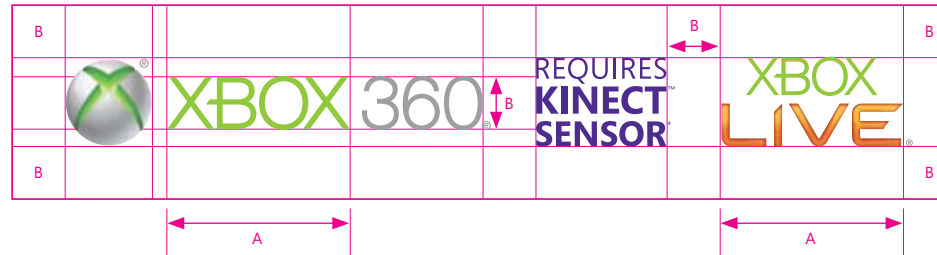
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.53

Print Advertising

Controller-based

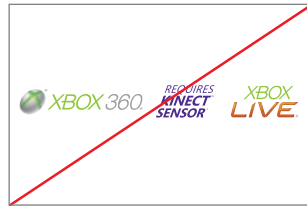
Better With Kinect

Kinect Required

Multiplatform

Incorrect Usage

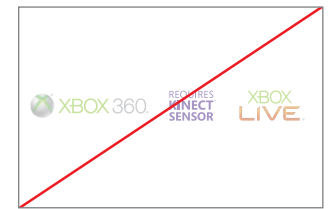
1. Don't skew any logo elements.
2. Don't add filters or any other effects that impact the visual attributes of the logo.
3. Don't change the opacity or tint of any element.
4. Don't change the color of the Requires Kinect Sensor type treatment.
5. Don't change the order of any element.
6. Don't display the Requires Kinect Sensor type treatment without the Xbox 360 logo as part of the communication.



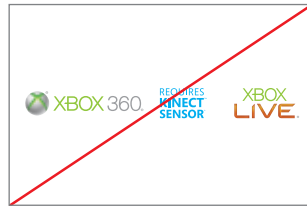
1



2



3



4



5



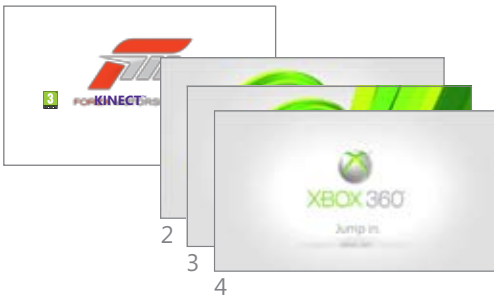





6

1.54

Broadcast Advertising Overview

Overview

	Controller-based	Better With Kinect	Kinect Required
<p>Mnemonic</p> <ul style="list-style-type: none">Game advertisements featuring Xbox 360 only and no other brandsTV, Video, Cinema, Trailer			Coming July
<p>Splash Screen + Mnemonic</p> <ul style="list-style-type: none">Game advertisements featuring Xbox 360 and game title/publisher/partner logosTV, Video, Cinema, Trailer			Coming July
<p>Multiplatform</p> <ul style="list-style-type: none">Game advertisements featuring Xbox 360 and other competing brands, such as PlayStation or Wii			
	Games that require only a controller to play and complete the game	To qualify for Better With Kinect branding, games must support the Kinect Sensor to control some aspect of game play, but the Kinect Sensor is not required to play and complete the game.	To qualify for Kinect Required branding, games must require the Kinect Sensor in order to play and complete the game.

1.55

Broadcast Advertising Controller-based Better With Kinect

Mnemonic

Assets

The following mnemonics have been developed for Controller-based and Better With Kinect game advertisements and other marketing materials, such as TV, video, cinema, or trailers, that feature Xbox 360 only and no other competing platforms.

- For mnemonic file name charts please see the File Names section starting on page 1.67.
- If you have questions, contact your third-party account manager or marketing representative.



Controller-based and Better With Kinect game advertisement

1.56

Broadcast Advertising Controller-based Better With Kinect

Mnemonic

Mnemonics Requirements

For Controller-based and Better With Kinect game advertisements and other marketing materials, such as TV, video, cinema, or trailers, that feature Xbox 360 only and no other competing platforms.

- The mnemonic must appear at the end of the advertisement.
- Videos, trailers, and cinema advertisements should always use the full-sound mnemonic, with no other sounds over it.
- Use the 3-second mnemonic for advertisements that are 30 seconds or longer, and use the 1.5-second mnemonic for advertisements that are less than 30 seconds long.



1



2



3

1.57

Broadcast Advertising Better With Kinect

Splash Screen + Mnemonic

Splash Screen Requirements

For Better With Kinect game advertisement splash screens in TV, video, cinema, or trailers, that feature Xbox 360 only and no other competing platforms.

- If a splash screen is used, the mnemonic must be used after it.
- The splash screen must run for a minimum of one second.
- The Kinect type treatment is **required** if there is a logo parade in advertisements for games with Better With Kinect functionality.
- The Kinect type treatment must occupy the same relative space as all other brand logos.
- For logo guidelines for construction, minimum size, and incorrect usage please see the Asset section starting on page 1.3.
- For mnemonic file name charts please see the File Names section starting on page 1.67.
- If you have questions, contact your third-party account manager or marketing representative.



Better With Kinect game advertisement

1.58

Broadcast Advertising Controller-based Better With Kinect

Mnemonic

Incorrect Usage

1. Do not edit, shorten, or reconfigure the mnemonic in any way.
2. Do not change the audio or have advertisement audio run over the mnemonic.
3. Do not change the proportions.
4. Do not skew the mnemonic.
5. Do not add filters or effects.
6. Do not edit the speed of the mnemonic.
7. Do not change the orientation.
8. Do not change the colors.
9. Do not tint the mnemonic.
10. Do not run "Jump in" ahead of Xbox 360.
11. Do not run the mnemonic anywhere other than at the very end of the spot.



1



2



3



4



5



6



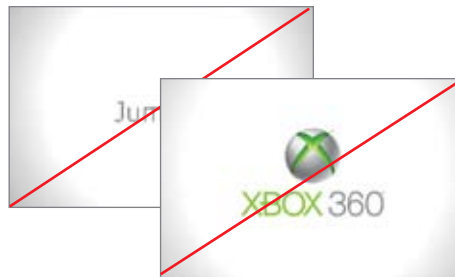
7



8



9



10



11

1.59

Broadcast Advertising Controller-based

Multiplatform

Assets

For Controller-based multiple platform game advertisements and other marketing materials, use the Xbox 360 logo.

- If you have questions, contact your third-party account manager or marketing representative.
- For logo guidelines see the General Assets section starting on page 1.3.



Xbox 360 logo

1.60

Broadcast Advertising Controller-based

Multiplatform

Guidelines for Construction

For game advertisement splash screens in TV, video, cinema, or trailers, that feature Xbox 360 and other competing brands, such as PlayStation or Wii, in a logo parade, use the following logo.

- The Xbox 360 logo must occupy the same relative space as all other brand logos.



Controller-based multiplatform branded advertisement

1.61

Broadcast Advertising Better With Kinect

Multiplatform

Assets

For Better With Kinect multiple platform game advertisements use the Xbox 360 logo, and Xbox LIVE logo lock-up featuring the Kinect type treatment.

- The Kinect type treatment is **required** in the logo parade in multiple platform branded advertisements for games with Better With Kinect functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 logo and Kinect type treatment lock-up

1.62

Broadcast Advertising Better With Kinect

Multiplatform

Guidelines for Construction

When the Xbox 360 and Kinect type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

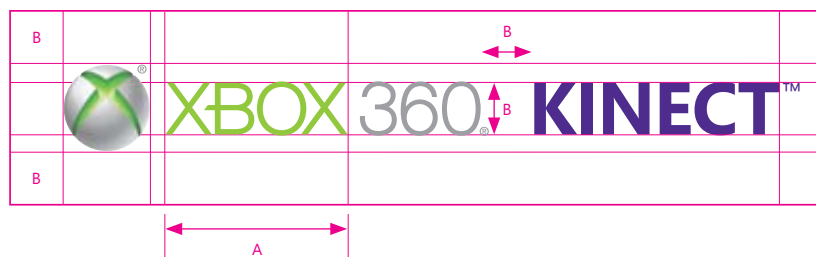
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.63

Broadcast Advertising Better With Kinect

Multiplatform

Guidelines for Construction

For game advertisement splash screens in TV, video, cinema, or trailers, that feature Xbox 360 and other competing brands, such as PlayStation or Wii, in a logo parade, use the following logo.

- The Kinect type treatment is **required** in the logo parade in multiple platform branded advertisements for games with Better With Kinect functionality.
- The Kinect type treatment should be to the right of the Xbox 360 logo.
- The Xbox 360 and Kinect type treatment must occupy the same relative space as all other brand logos.



Better With Kinect multiplatform game advertisement

1.64

Broadcast Advertising Kinect Required

Multiplatform

Assets

For Kinect Required multiple platform game advertisements and other marketing materials, use the Xbox 360 and the Kinect type treatment.

- The Kinect type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- The Xbox logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 logo and Kinect type treatment lock-up

1.65

Broadcast Advertising Kinect Required

Multiplatform

Guidelines for Construction

For game advertisement splash screens in TV, video, cinema, or trailers, that feature Xbox 360 and other competing brands, such as PlayStation or Wii, in a logo parade, use the following logos.

- The Kinect type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- The Kinect type treatment should be to the right of the Xbox 360 logo.
- The Xbox 360 and Kinect type treatment must occupy the same relative space as all other brand logos.



Kinect Required multiplatform game advertisement

1.66

Broadcast Advertising Kinect Required

Multiplatform

Guidelines for Construction

When the Xbox 360 and Kinect type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

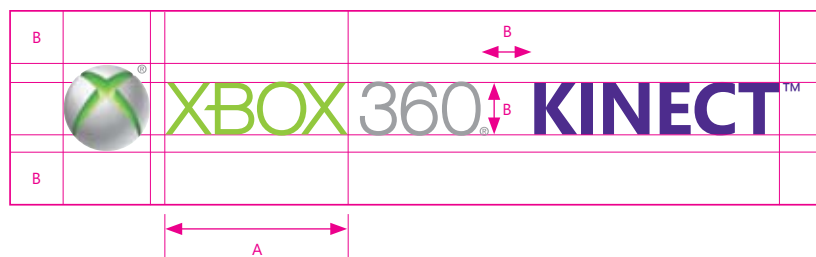
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.67

Broadcast Advertising

Controller-based

Better With Kinect

Mnemonic File Names

File name prefix Brand Aspect ratio Frames per second Audio File extension

Xbox360Mnemonic_6sec_4x3_640x480p_2997_ST.mov

File length

All mnemonic files can be found at www.microsoftprosource.com. Each mnemonic includes a corresponding audio WAV file. Eight different audio file assignments are available.

Master Channel Assignments:
 Ch. 1/2 = Front left/right pair of 5.1 mix
 Ch. 3 = Center channel of 5.1 mix
 Ch. 4 = LFE channel of 5.1 mix
 Ch. 5/6 = Surround left/right pair of 5.1 mix
 Ch. 7/8 = 2.0 stereo mix: left/right pair

	Standard-Definition Mnemonics	720 High-Definition Mnemonics	1080 High-Definition Mnemonics
Xbox 360 :06 TV spots or videos that are 30 seconds or longer	Xbox360Mnemonic_6sec_4x3_640x480p_2997_ST.mov Xbox360Mnemonic_6sec_4x3_640x480p_2997_ST.avi	Xbox360Mnemonic_6sec_Full16x9_720p_5994_ST.mov Xbox360Mnemonic_6sec_Full16x9_720p_5994_ST.avi	Xbox360Mnemonic_6sec_Full16x9_1080p_2997_ST.mov Xbox360Mnemonic_6sec_Full16x9_1080p_2997_ST.avi
	Xbox360Mnemonic_6sec_4x3_640x480p_23976_ST.mov Xbox360Mnemonic_6sec_4x3_640x480p_23976_ST.avi		Xbox360Mnemonic_6sec_Full16x9_1080p_23976_ST.mov Xbox360Mnemonic_6sec_Full16x9_1080p_23976_ST.avi
	Xbox360Mnemonic_6sec_4x3_480p_2997-NTSC_422_ST.mov Xbox360Mnemonic_6sec_4x3_480p_2997-NTSC_ST.avi		
	Xbox360Mnemonic_6sec_Letterboxed_480p_2997-NTSC_ST.mov Xbox360Mnemonic_6sec_Letterboxed_480p_2997-NTSC_ST.avi		
Xbox 360 :01.5 TV spots or videos that are less than 30 seconds long	Xbox360Mnemonic_3sec_4x3_480p_2997-NTSC_ST.mov Xbox360Mnemonic_3sec_4x3_480p_2997-NTSC_ST.avi	Xbox360Mnemonic_3sec_Full16x9_720p_5994_ST.mov Xbox360Mnemonic_3sec_Full16x9_720p_5994_ST.avi	Xbox360Mnemonic_3sec_Full16x9_1080p_2997_ST.mov Xbox360Mnemonic_3sec_Full16x9_1080p_2997_ST.avi
	Xbox360Mnemonic_3sec_4x3_640x480p_2997_ST.mov Xbox360Mnemonic_3sec_4x3_640x480p_2997_ST.avi		Xbox360Mnemonic_3sec_Full16x9_1080p_23976_ST.mov Xbox360Mnemonic_3sec_Full16x9_1080p_23976_ST.avi
	Xbox360Mnemonic_3sec_4x3_640x480p_2997_ST.mov Xbox360Mnemonic_3sec_4x3_640x480p_2997_ST.avi		
	Xbox360Mnemonic_3sec_Letterboxed_480p_2997-NTSC_ST.mov Xbox360Mnemonic_3sec_Letterboxed_480p_2997-NTSC_ST.avi		

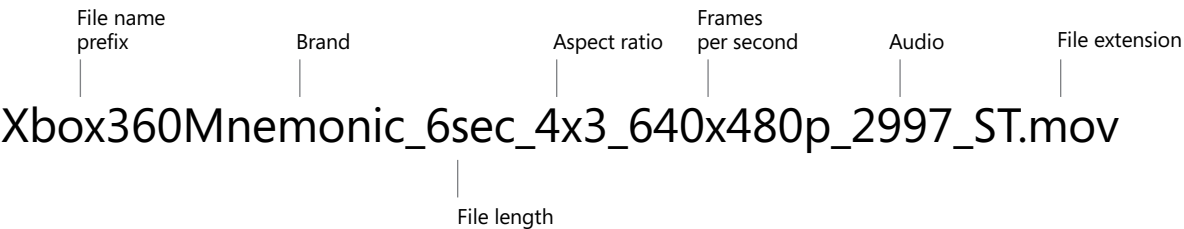
1.68

Broadcast Advertising

Controller-based

Better With Kinect

Mnemonic File Names - Continued



All mnemonic files can be found at www.microsoftprosource.com. Each mnemonic includes a corresponding audio WAV file. Eight different audio file assignments are available.




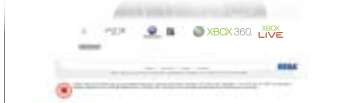





Master Channel Assignments:
Ch. 1/2 = Front left/right pair of 5.1 mix
Ch. 3 = Center channel of 5.1 mix
Ch. 4 = LFE channel of 5.1 mix
Ch. 5/6 = Surround left/right pair of 5.1 mix
Ch. 7/8 = 2.0 stereo mix: left/right pair

	Standard-Definition Mnemonics	720 High-Definition Mnemonics	1080 High-Definition Mnemonics
Xbox 360 :01.5 TV spots or videos that are less than 30 seconds long	Xbox360Mnemonic_1andhalf-sec_4x3_480p_2997-NTSC_ST.mov Xbox360Mnemonic_1andhalf-sec_4x3_480p_2997-NTSC_ST.avi	Xbox360Mnemonic_1andhalf-sec_Full16x9_720p_5994_ST.mov Xbox360Mnemonic_1andhalf-sec_Full16x9_720p_5994_ST.avi	Xbox360Mnemonic_1andhalf-sec_Full16x9_1080p_2997_ST.mov Xbox360Mnemonic_1andhalf-sec_Full16x9_1080p_2997_ST.avi
	Xbox360Mnemonic_1andhalf-sec_4x3_640x480p_2997_ST.mov Xbox360Mnemonic_1andhalf-sec_4x3_640x480p_2997_ST.avi		Xbox360Mnemonic_1andhalf-sec_Full16x9_1080p_23976_ST.mov Xbox360Mnemonic_1andhalf-sec_Full16x9_1080p_23976_ST.avi
	Xbox360Mnemonic_1andhalf-sec_4x3_640x480p_23976_ST.mov Xbox360Mnemonic_1andhalf-sec_4x3_640x480p_23976_ST.avi		
	Xbox360Mnemonic_1andhalf-sec_Letterboxed_480p_2997-NTSC_ST.mov Xbox360Mnemonic_1andhalf-sec_Letterboxed_480p_2997-NTSC_ST.avi		

1.69

Web Advertising Overview

Overview

	Controller-based	Better With Kinect	Kinect Required
Web Usage <ul style="list-style-type: none"> Game promotions in web featuring Xbox 360 and no other brands 			
Multiplatform <ul style="list-style-type: none"> Game advertisements featuring Xbox 360 and other competing brands, such as PlayStation or Wii 			
E-mail Usage <ul style="list-style-type: none"> Game promotions in e-mail featuring Xbox 360 and no other brands 			
	Games that require only a controller to play and complete the game	To qualify for Better With Kinect branding, games must support the Kinect Sensor to control some aspect of game play, but the Kinect Sensor is not required to play and complete the game.	To qualify for Kinect Required branding, games must require the Kinect Sensor in order to play and complete the game.

1.70

Web Advertising Controller-based

Web Usage

Assets

For controller-based game advertisements use the Xbox 360 and Xbox LIVE logo lock-up.

- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up

1.71

Web Advertising Controller-based

Web Usage

Requirements

- Use the preferred versions of the logos (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.

Preferred

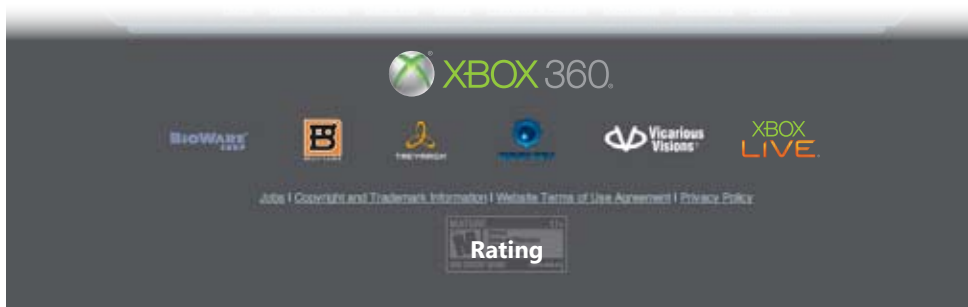
- The Xbox 360 logo should live in the upper left corner of the “active width” of the page.
- It should be scaled so that the Xbox 360 Sphere (Nexus) is 32 x 32 pixels.

Alternate

- The Xbox 360 logo should be larger and positioned above all of the other logos in the logo parade.



Controller-based web promotion



Alternate Controller-based web promotion

1.72

Web Advertising

Controller-based

Web Usage

Guidelines for Construction

When the Xbox 360 and Xbox LIVE logos form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

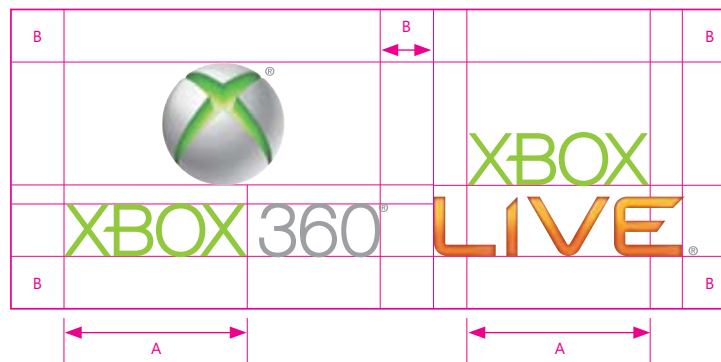
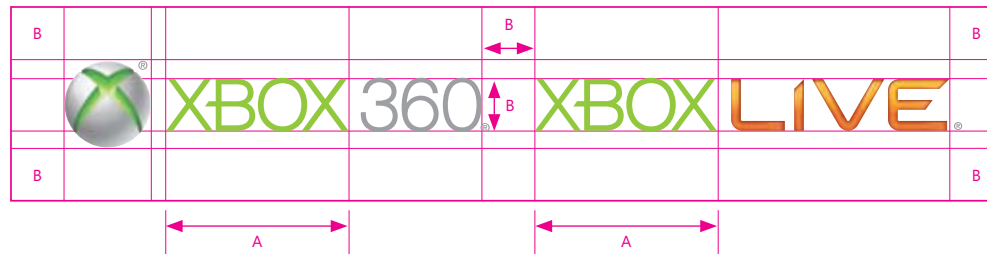
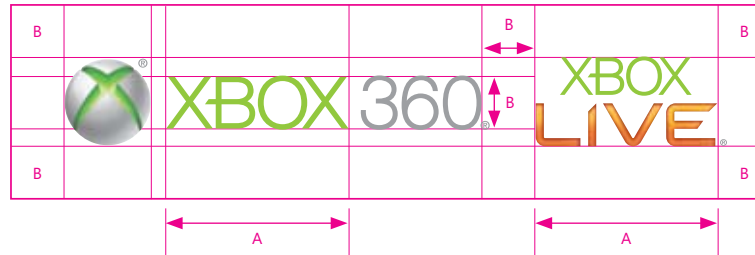
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.73

Web Advertising Better With Kinect

Web Usage

Assets

For Better With Kinect game website advertisements use the Xbox 360 and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment.

- The Better With Kinect type treatment is **required** in the logo parade in advertisements for games with Better With Kinect functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 logo and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment

BETTER WITH
KINECT
SENSOR

XBOX
LIVE

1.74

Web Advertising Better With Kinect

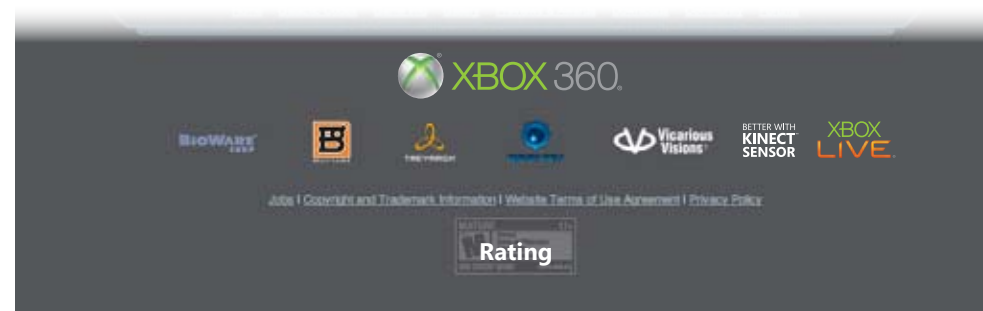
Web Usage

Requirements

- Use the preferred versions of the logos and Better With Kinect type treatment (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.
- The Better With Kinect type treatment is **required** in the logo parade in advertisements for games with Better With Kinect functionality.
- When present, the Better With Kinect type treatment should appear to the left of the Xbox LIVE logo.
- The Xbox LIVE logo and Better With Kinect type treatment must occupy the same relative space as all other brand logos.



Better With Kinect branded web promotion



Alternate Better With Kinect branded web promotion

1.75

Web Advertising Better With Kinect

Web Usage

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Better With Kinect type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

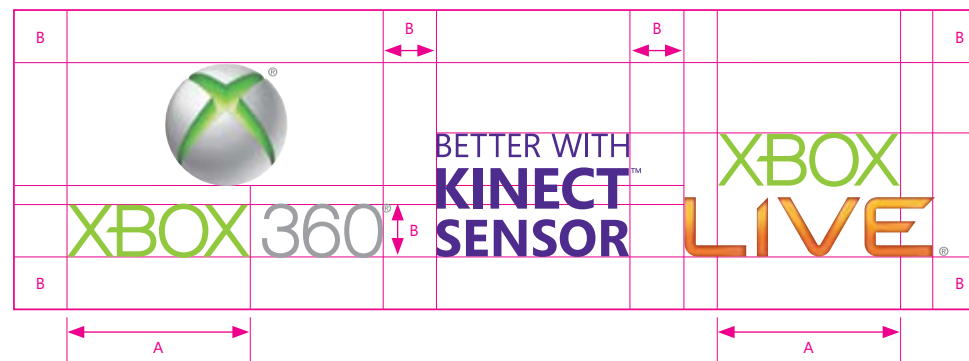
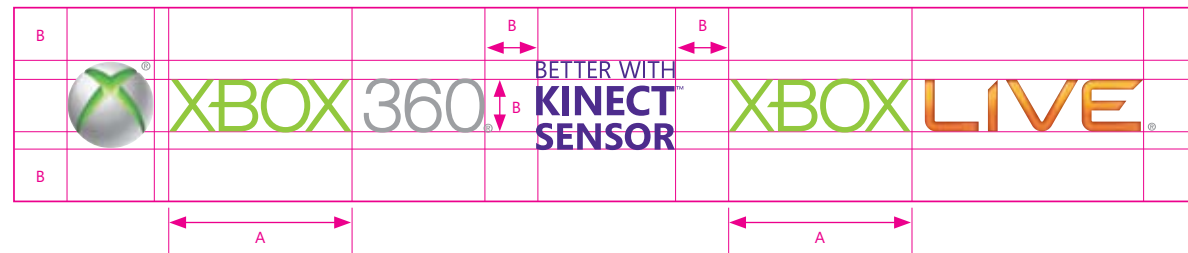
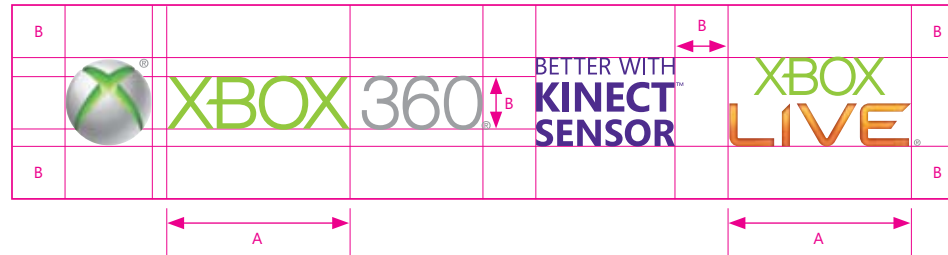
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.76

Web Advertising

Kinect Required

Web Usage

Assets

For Kinect Required game website advertisements use the Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment.

- The Requires Kinect Sensor type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- The Requires Kinect Sensor type treatment should appear to the left of the Xbox LIVE logo.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment

REQUIRES
KINECT[™]
SENSOR^{*}

XBOX
LIVE[®]

1.77

Web Advertising

Kinect Required

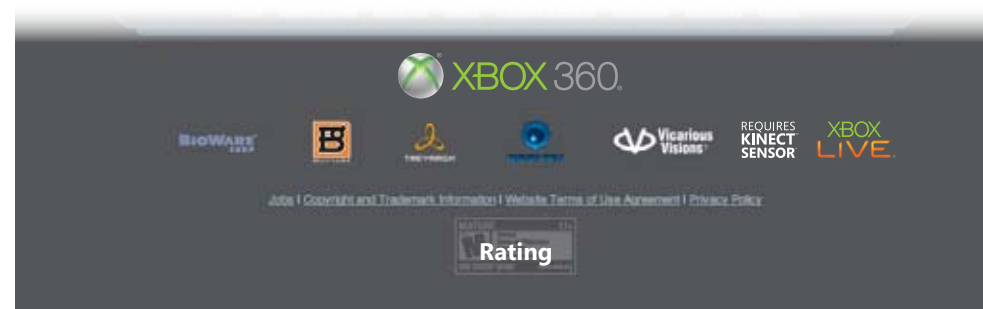
Web Usage

Requirements

- Use the preferred versions of the logos and Requires Kinect Sensor type treatment (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.
- The Requires Kinect Sensor type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- When present, the Requires Kinect Sensor type treatment should appear to the left of the Xbox LIVE logo.
- The Xbox LIVE logos and Requires Kinect Sensor type treatment must occupy the same relative space as all other brand logos.



Kinect Required game web promotion



Alternate Kinect Required game web promotion

1.78

Web Advertising

Kinect Required

Web Usage

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Requires Kinect Sensor type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

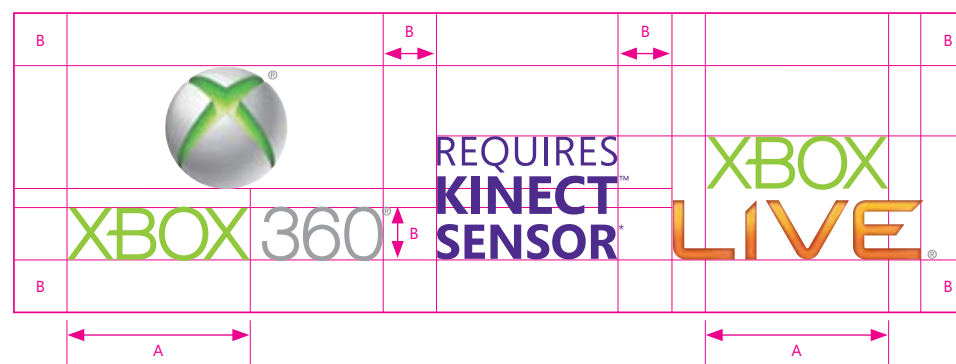
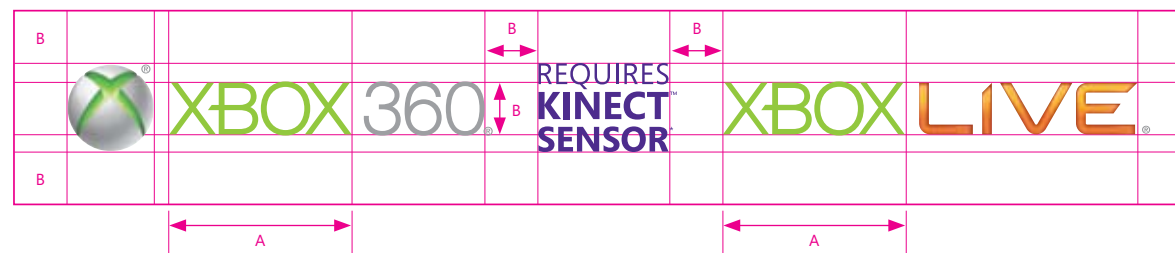
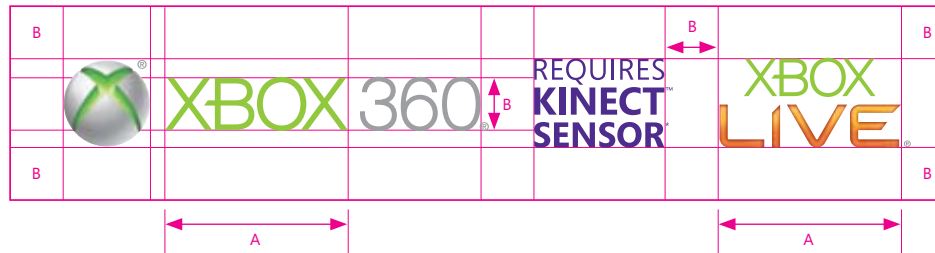
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.79

Web Advertising Controller-based

Multiplatform

Assets

For Controller-based multiple platform game website advertisements use the Xbox 360 and Xbox LIVE logo lock-up.

- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up

1.80

Web Advertising Controller-based

Multiplatform

Requirements

- Use the preferred versions of the logos (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.
- The Xbox 360 logo and the Xbox LIVE logo must occupy the same relative space as all other brand logos.
- The Xbox 360 logo should always be to the left of the Xbox LIVE logo.
- The Xbox 360 and Xbox LIVE logos must occupy the same relative space as all other brand logos.



Controller-based multiplatform game web promotion

1.81

Web Advertising

Controller-based

Multiplatform

Guidelines for Construction

When the Xbox 360 and Xbox LIVE logos form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

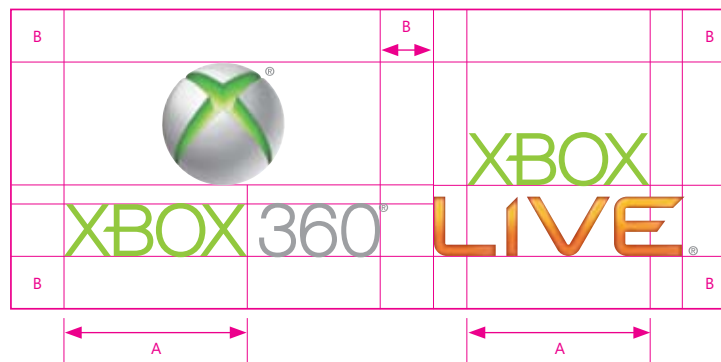
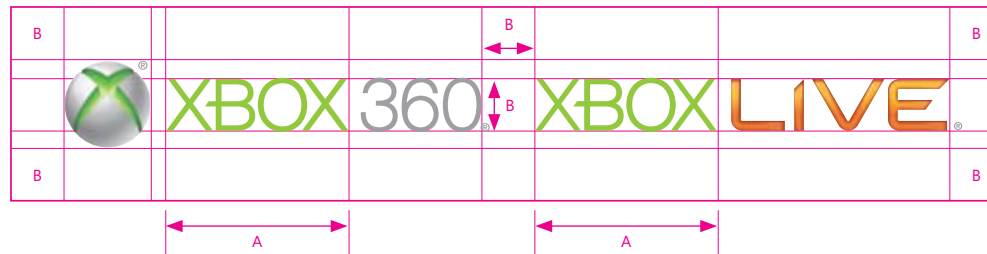
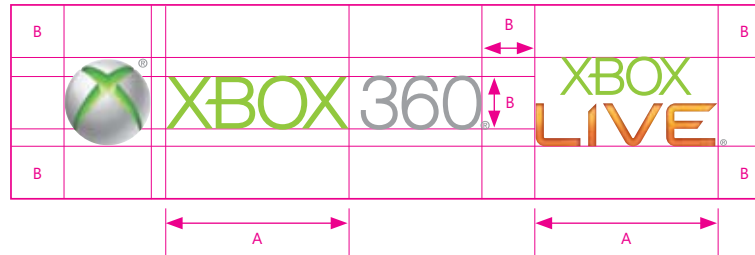
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

Web Advertising Better With Kinect

Multiplatform

Assets

For Better With Kinect multiple platform game website advertisements use the Xbox 360 and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment.

- The Better With Kinect type treatment is **required** in the logo parade in advertisements for games with Better With Kinect functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 logo and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment

BETTER WITH
KINECT
SENSOR

XBOX
LIVE

1.83

Web Advertising Better With Kinect

Multiplatform

Requirements

- Use the preferred versions of the logos and Better With Kinect type treatments (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.
- The Better With Kinect type treatment is **required** in the logo parade in advertisements for games with Better With Kinect functionality.
- The Xbox 360 logo should always be to the left of the Xbox LIVE logo.
- When present, the Better With Kinect type treatment should appear to the left of the Xbox LIVE logo.
- The Xbox 360 and Xbox LIVE logos and Better With Kinect type treatment must occupy the same relative space as all other brand logos.



Better With Kinect multiplatform game web promotion

1.84

Web Advertising

Better With Kinect

Multiplatform

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Better With Kinect type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

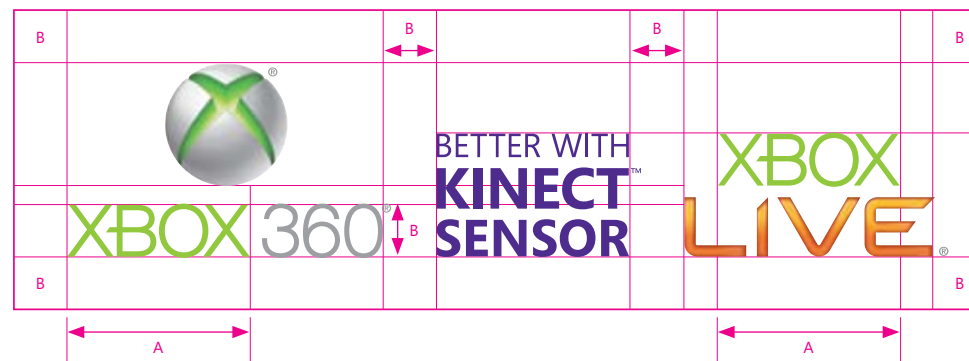
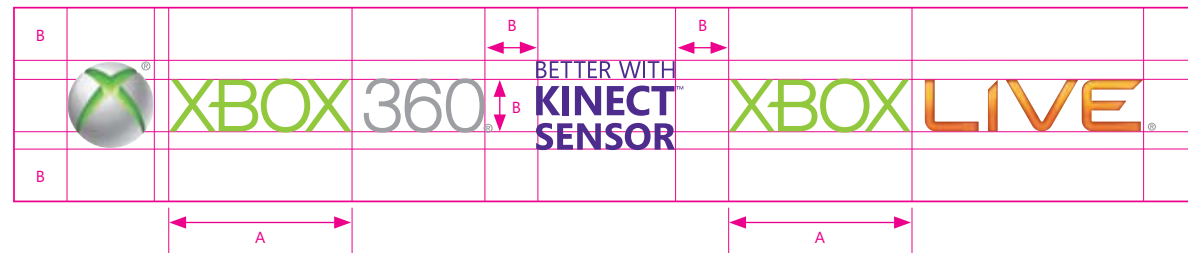
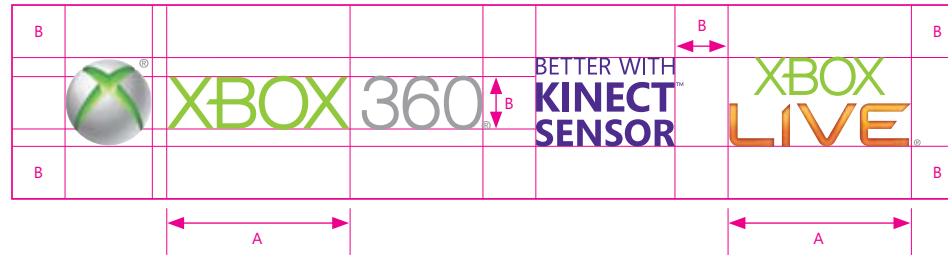
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.85

Web Advertising

Kinect Required

Multiplatform

Assets

For Kinect Required multiple platform game website advertisements use the Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment.

- The Requires Kinect Sensor type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment

REQUIRES
KINECT[™]
SENSOR^{*}



1.86

Web Advertising

Kinect Required

Multiplatform

Requirements

- Use the preferred versions of the logos and type treatments (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.
- The Requires Kinect Sensor type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- The Xbox 360 logo should always be to the left of the Xbox LIVE logo.
- When present, the Requires Kinect Sensor type treatment should appear to the left of the Xbox LIVE logo.
- The Xbox 360 and Xbox LIVE logos and Requires Kinect Sensor type treatment must occupy the same relative space as all other brand logos.



Kinect Required multiplatform game web promotion

1.87

Web Advertising

Kinect Required

Multiplatform

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Requires Kinect Sensor type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

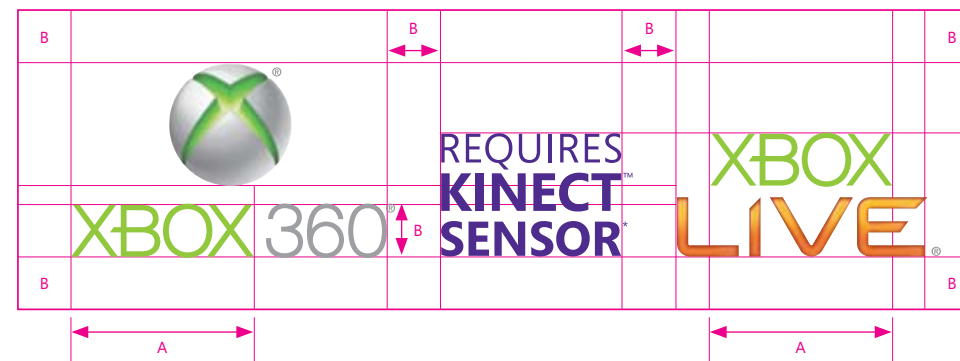
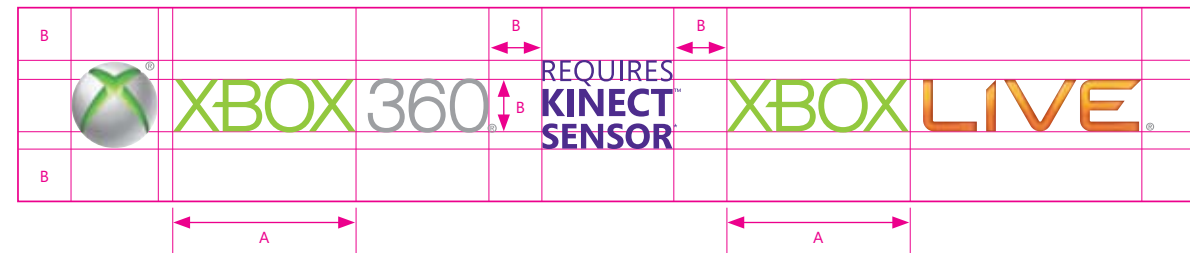
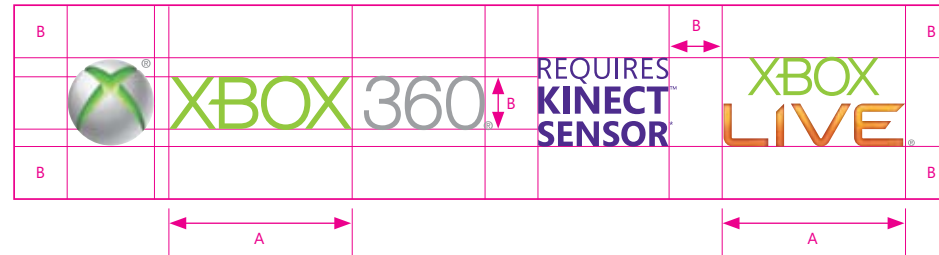
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.88

Web Advertising Controller-based

E-mail Usage

Assets

For Controller-based game e-mail advertisements use the Xbox 360 and Xbox LIVE logo lock-up.

- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up

1.89

Web Advertising

Controller-based

E-mail Usage

Requirements

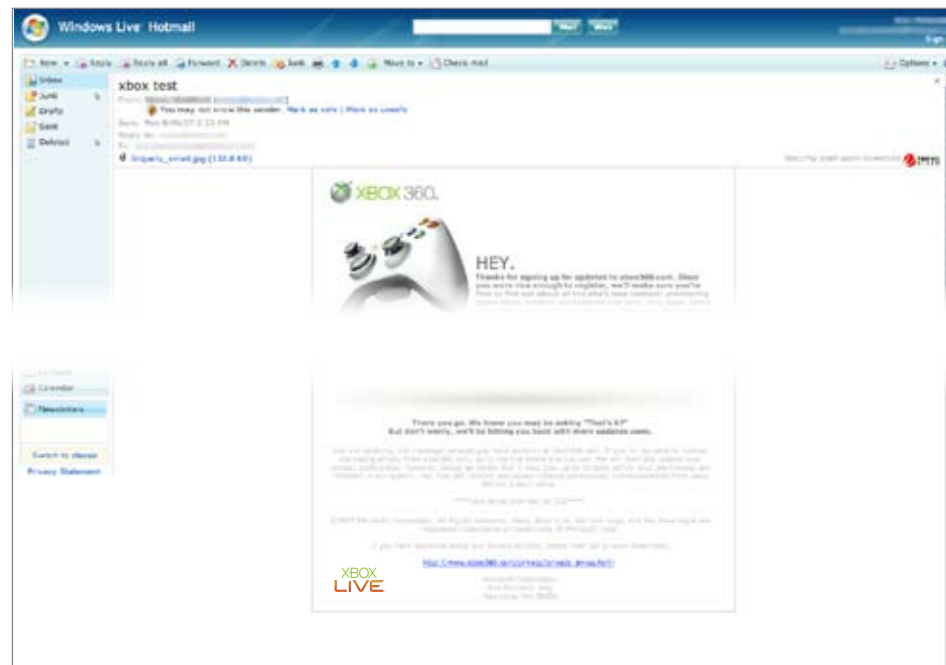
- Use the preferred versions of the logos (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.

Preferred

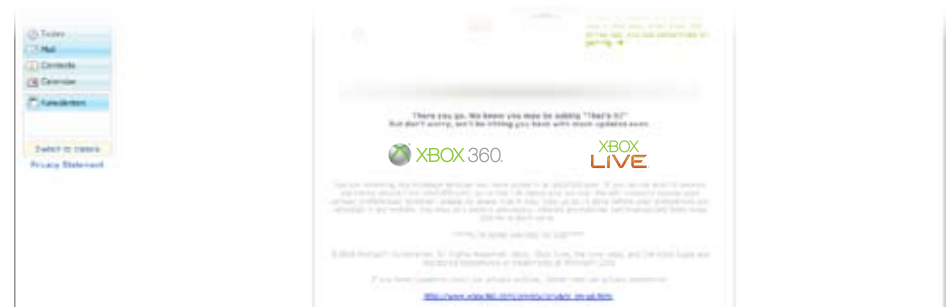
- The Xbox 360 logo should live in the upper left corner of the "active width" of the page.
- It should be scaled so that the Xbox 360 Sphere (Nexus) is 32 x 32 pixels.

Alternate

- The Xbox 360 logo should be larger and positioned above all of the other logos in the logo parade.



Controller-based game e-mail promotion



Alternate Controller-based game e-mail promotion

1.90

Web Advertising

Controller-based

E-mail Usage

Guidelines for Construction

When the Xbox 360 and Xbox LIVE logos form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

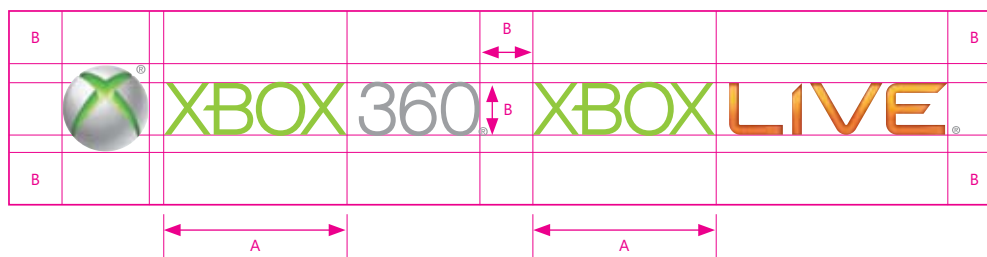
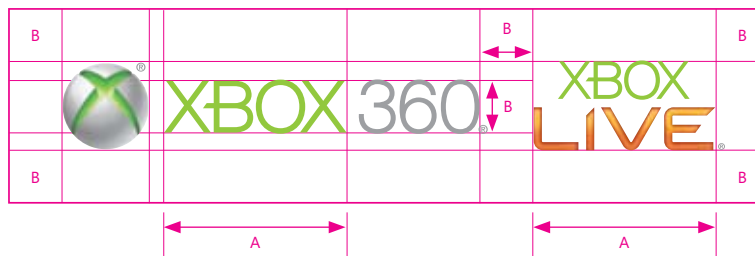
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.91

Web Advertising Better With Kinect

E-mail Usage

Assets

For Better With Kinect game e-mail advertisements use the Xbox 360 and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment.

- The Better With Kinect type treatment is **required** in the logo parade in advertisements for games with Better With Kinect functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 logo and Xbox LIVE logo lock-up featuring the Better With Kinect type treatment

BETTER WITH
KINECT
SENSOR

XBOX
LIVE

1.92

Web Advertising

Better With Kinect

E-mail Usage

Requirements

- Use the preferred versions of the logos and Better With Kinect type treatment (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.
- The Better With Kinect type treatment is **required** in the logo parade in advertisements for games with Better With Kinect functionality.
- When present, the Better With Kinect type treatment should appear to the left of the Xbox LIVE logo.
- The Xbox LIVE logos and Better With Kinect type treatment must occupy the same relative space as all other brand logos.

Preferred

- The Xbox 360 logo should live in the upper left corner of the "active width" of the page.
- It should be scaled so that the Xbox 360 Sphere (Nexus) is 32 x 32 pixels.

Alternate

- The Xbox 360 logo should be larger and positioned above all of the other logos in the logo parade.



Better With Kinect game e-mail promotion



Alternate Better With Kinect game e-mail promotion

1.93

Web Advertising

Better With Kinect

E-mail Usage

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Better With Kinect type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

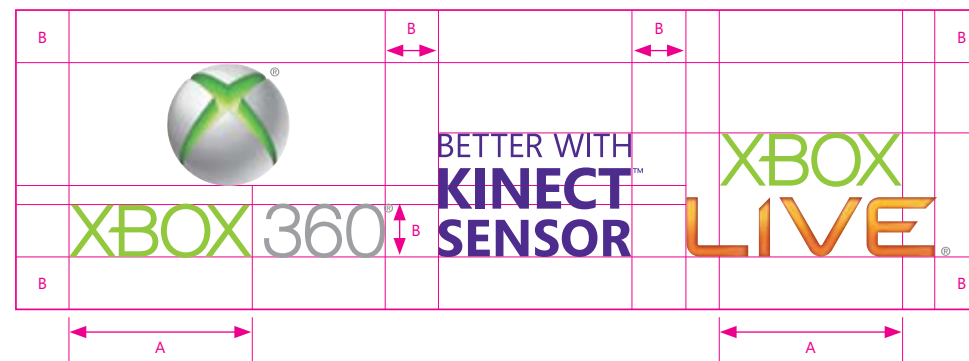
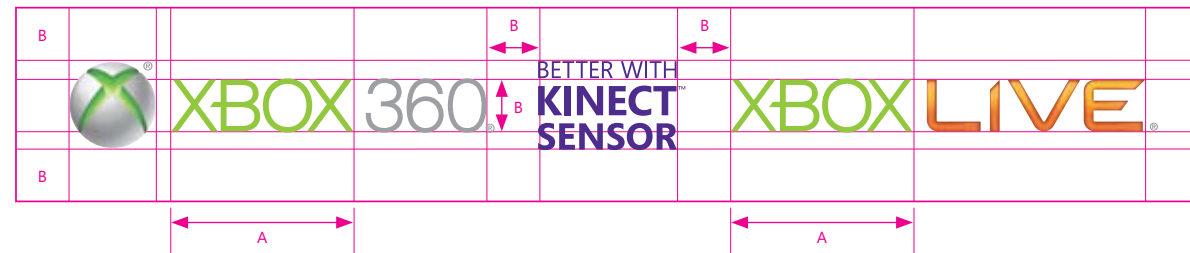
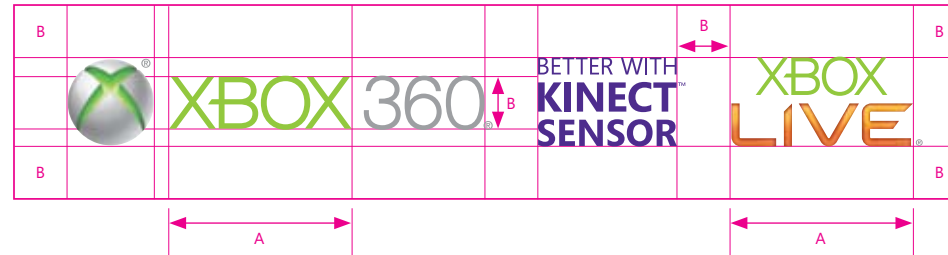
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.94

Web Advertising

Kinect Required

E-mail Usage

Assets

For Kinect Required game e-mail advertisements use the Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment.

- The Requires Kinect Sensor type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- The Xbox LIVE service logo is required in the logo parade. In all advertisements for games.
- If you have questions, contact your third-party account manager or marketing representative.



Xbox 360 and Xbox LIVE logo lock-up featuring the Requires Kinect Sensor type treatment

REQUIRES
KINECT[™]
SENSOR^{*}



1.95

Web Advertising

Kinect Required

E-mail Usage

Requirements

- Use the preferred versions of the logos and Requires Kinect Sensor type treatment (where possible).
- Pick the most legible colorway for the space provided.
- The Xbox 360 logo should link to www.xbox.com.
- The Xbox LIVE logo should appear in the logo parade.
- The Requires Kinect Sensor type treatment is **required** in the logo parade in advertisements for games with Kinect Required functionality.
- When present, the Requires Kinect Sensor type treatment should appear to the left of the Xbox LIVE logo.
- The Xbox LIVE logos and Requires Kinect Sensor type treatment must occupy the same relative space as all other brand logos.

Preferred

- The Xbox 360 logo should live in the upper left corner of the "active width" of the page.
- It should be scaled so that the Xbox 360 Sphere (Nexus) is 32 x 32 pixels.

Alternate

- The Xbox 360 logo should be larger and positioned above all of the other logos in the logo parade.



Kinect Required game e-mail promotion



Alternate Kinect Required game e-mail promotion

1.96

Web Advertising

Kinect Required

E-mail Usage

Guidelines for Construction

When the Xbox 360 logo, Xbox LIVE logo, and the Requires Kinect Sensor type treatment form a logo parade, consideration has been given to the size and relationship of the elements and the size and relationship between the graphics. It is important that these relationships stay intact—therefore, the elements of the graphics are locked up to preserve them, and their scale and spacing are defined.

The common unit for measurement is the height of "X" in "Xbox 360," as defined by B in the diagrams.

Minimum size

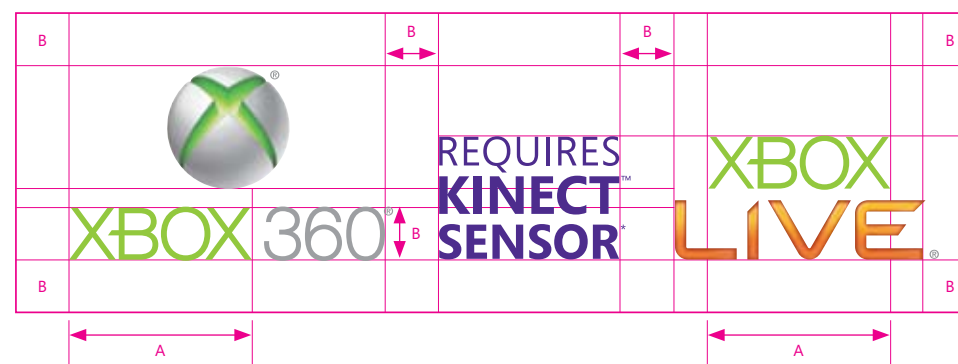
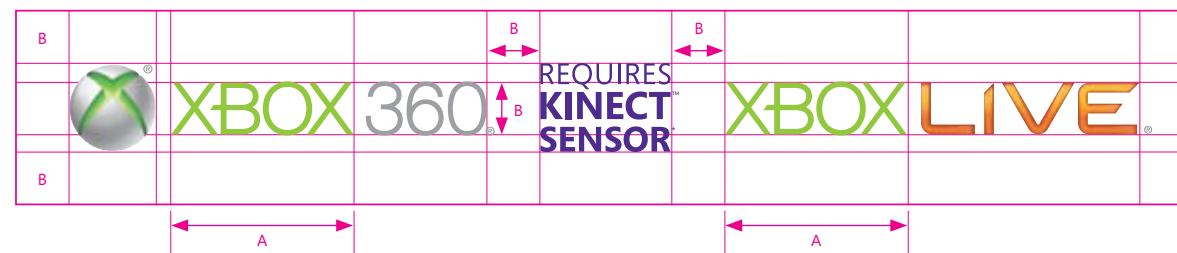
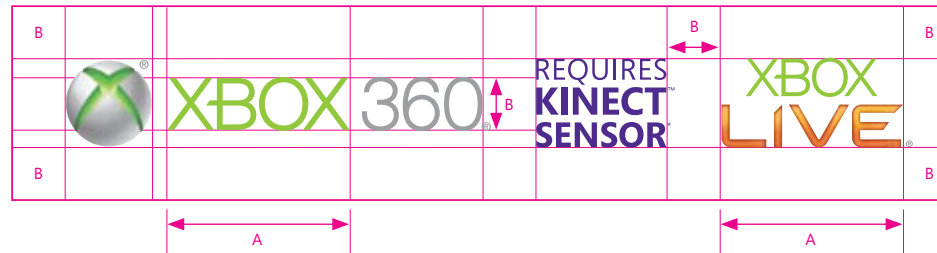
- The logo may not be re-sized to the point where the length of A, as shown in the diagrams, is less than .75".
- Each version of the logo exists as its own file, and each has been developed in three different sizes: small, medium, and large. Which size to use is determined by the length of A in the diagram:
 - If A = .75"-1.49" use the small logo
 - If A = 1.5"-2.9" use the medium logo
 - If A = 3"-6" use the large logo

Clear space

- Always maintain a clear space around the logo greater than or equal to the height of the "X" in "Xbox," as defined by "B" in the diagram.

Alignment

- The alignment established in each of the diagrams should always be maintained.
- The Xbox 360 Sphere (Nexus) and the trademark symbols should not be factored into any calculations.



Relative scale / alignment / clear space / minimum size

1.97

Xbox 360

Art Certification Submission Standards

Art Certification Submission Standards

Advertisements and marketing collateral that feature Xbox 360 branding must be reviewed and certified by Microsoft.

E-mail Naming Convention

Please clearly label your e-mail to identify the publisher, game title, and assets being submitted. See example below.

Publisher | Game title | Asset being submitted
(packaging, poster, video, and end frame, etc.)

File Size

- If your submission is greater than 5MB, please make it accessible via DigiDelivery or place it on an FTP site and provide username and password.
- If your submission requires a remote download from an external server, it cannot exceed 50MB.

File Format

PDF is the required file format for submitting artwork and end frames.

Video and Trailers

- May be submitted as .mov or .wav files. Reduce them to avoid exceeding the file-size limit noted above.
- Always send the corresponding end frame when submitting video.
- TV spots do not require legal text on end frame, but legal text is recommended for kiosk and web.

Response Time

Microsoft will attempt to provide feedback on your submission within 72 business hours. Please allow time in your schedule for a potential re-submission.

Art Certification Alias

E-mail your questions or request for certification to the Art Certification alias for your region:

North America - artcerta@microsoft.com
Europe (EMEA) - abchelp@microsoft.com
Chinese/Taiwan/English - abchelp@microsoft.com
Korea - abchelp@microsoft.com
Japan - artcertj@microsoft.com

Submissions to ARTCertA, ARTCertE, ARTCertK, and ARTCertC

All submissions should now be made via the Artwork Branding Certification Tool (ABC Tool). Please contact abchelp@microsoft.com for details.

1.98

Xbox 360

Nomenclature

Nomenclature

Xbox 360

- Xbox 360 is the name of the product and the experience.
- We do not refer to Xbox 360 as “360.” The correct name is Xbox 360.
- The official descriptor for the product is “Xbox 360® video game and entertainment system.” Use the descriptor immediately after first mention of the name in text; thereafter, the appropriate descriptor should appear approximately 50 percent of the time.
- ® must appear following Xbox 360 the first time it appears, as well as in the most prominent places Xbox 360 appears. The font size of ® must not be smaller than 4 pt. type.
- The first “X” is the only capitalized letter, and there is no space or hyphen between it and “box.”
- Xbox 360 may not be followed by “gaming console,” “game system,” or “next generation system.”
- Xbox 360 should appear in the same text style as the words surrounding it.
- Xbox 360 is not a generic thing, but rather a brand of video game and entertainment system from Microsoft. Never use the Xbox trademark in a possessive or plural form.
 - Right: “Cool new features available for the Xbox 360 video game and entertainment system”
 - Wrong: “Xbox’s cool new features”
 - Right: “They ordered two Xbox 360 video game and entertainment systems”
 - Wrong: “They ordered two Xboxes”
- Xbox trademarks should not be abbreviated. Do not use “X” by itself to represent “Xbox.” Do not create new “X” names to indicate an association with Xbox. The brand is “Xbox,” not “X.”
 - Right: Xbox 360 controller
 - Wrong: X-controller

Xbox LIVE

- Xbox LIVE is the name of the online experience on the Xbox 360.
- Secondary references (after initial use of the official name) can use “Xbox LIVE.”
- The “LIVE” portion of “Xbox LIVE” should always be set in all caps when referring to the gaming and entertainment network.
- Xbox LIVE is singular and should not be used in possessive or plural.
- Brand names (i.e., Xbox, Xbox 360, and Xbox LIVE) do not get translated into other languages.
- It is OK to translate Xbox LIVE membership levels (i.e., Silver and Gold) into other languages.

Usage of Xbox LIVE

Correct: “Cool new features available on Xbox LIVE.”

Incorrect: “LIVE’s cool new features.”

Correct: “They ordered two Xbox LIVE Gold memberships.”

Incorrect: “They ordered two LIVE Gold memberships.”

Correct: Xbox LIVE games

Incorrect: LIVE games

Kinect™ for Xbox 360

- Kinect is the name of the product and the experience on the Xbox 360 platform.
- The official product name is “Xbox 360® Kinect™ Sensor” (initial caps).
- When used to describe the experience or product in general, the first instance in headline or body copy should be: Kinect™ for Xbox 360® (initial caps).
- Additional instances in headline or body copy: Kinect (initial caps).
- When used as the name of the sensor, the first instance in headline or body copy should be: Xbox 360® Kinect™ Sensor (initial caps).
- Additional instances in headline or body copy: Kinect Sensor (initial caps) or sensor.
- When used as the name of the console bundle with the sensor, the first instance in headline or body copy should be: Xbox 360® with Kinect™.
- Additional instances in headline or body copy: Xbox 360 with Kinect.
- Kinect is not a generic thing, but rather a product (sensor) available with and Xbox 360 Platform Branded to the Xbox 360 platform. Never use the Kinect trademark in a possessive or plural form.
 - Right: “Cool new features available with the Kinect Sensor”
 - Wrong: “Kinect’s cool new features”
 - Right: “They ordered two Kinect Sensors”
 - Wrong: “They ordered two Kinects”

1.99

Xbox 360

Trademark Notice

Trademark Notice

First-party

Microsoft, Xbox, Xbox 360, Xbox LIVE, Kinect, and the Xbox logos are trademarks of the Microsoft group of companies.

Third-party

Microsoft, Xbox, Xbox 360, Xbox LIVE, Kinect, and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft.

In broadcast advertising, it is not necessary to use a trademark notice on :01.5 and :03 TV spots. However, do add the appropriate trademark notice in applications for web, kiosk, or any non-TV situations when other trademark notices are present.